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Hollywood

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HOLLYWOOD



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Photo of
**ANITA
LOUISE**
Now in
"ANTHONY
ADVERSE"

TEMPTATIONS OF AN ACTOR
REVEALED BY DICK POWELL



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You've heard a lot about the Bonus this year—but just what is the meaning of the word? A bonus is "*something of value, over and above the usual or expected amount*". How well that definition fits the saving on each Greyhound ticket!

Every person who has traveled by Greyhound during the past year has received a cash saving or "bonus", ranging from a few dollars to a few hundred. This economy in

ticket cost is not the only bonus that goes to Greyhound passengers. There is a big extra portion of scenic enjoyment for every mile traveled—a generous share of good fellowship among passengers—a welcome surplus of comfort in deeply-cushioned reclining chairs.

You are in line for this cash bonus and these extra advantages every time you stand before a Greyhound ticket counter. So, plan to get your share of them, many times during 1936.

MAIL THIS COUPON FOR COLORFUL FOLDERS, TRAVEL INFORMATION

Send this coupon to nearest Greyhound information office (listed above) for pictorial folders, rates and suggested routes on any trip you may plan. Just jot down the name of the place you may wish to visit on the margin below.

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Address _____

Siren in Silver

[UNTIL SHE SMILES]



"PINK TOOTH BRUSH" makes her evade all close-ups—dingy teeth and tender gums destroy her charm

YOU naturally expect to see—from any lovely woman you meet—a lovely smile.

(A flash of sound, white teeth. A glimpse of firm, healthy gums.)

You don't expect to see—from a lovely woman—an unlovely smile.

(An unpleasant glimpse of dingy teeth, tender gums.) And you shouldn't. And you needn't!

The modern dentist knows how to avoid "pink tooth brush." How to correct it. How to treat the unpleasant mouth conditions due to soft foods and lack of massage. He will tell you what to do about it. And it's very reasonable.

Too many soft foods . . . not enough hard, fibrous foods . . . and consequently not enough work to keep teeth and gums normally healthy—these are the primary reasons why "pink tooth brush" is so common nowadays.

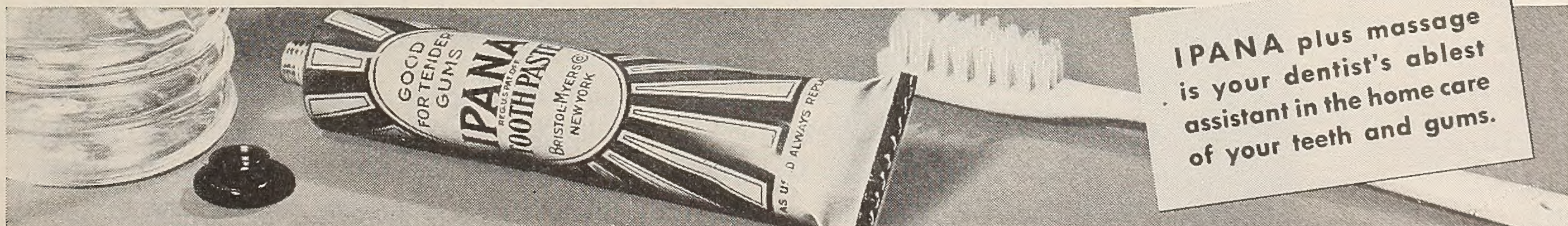
EXERCISE KEEPS GUMS HEALTHY

So modern dental practice encourages an oral health measure that's not only effective but very easy and simple—Ipana plus massage. All you do is to put a little extra Ipana on brush or fingertip, and rub it into your gums. Massage them thoroughly. Do it regularly, every time

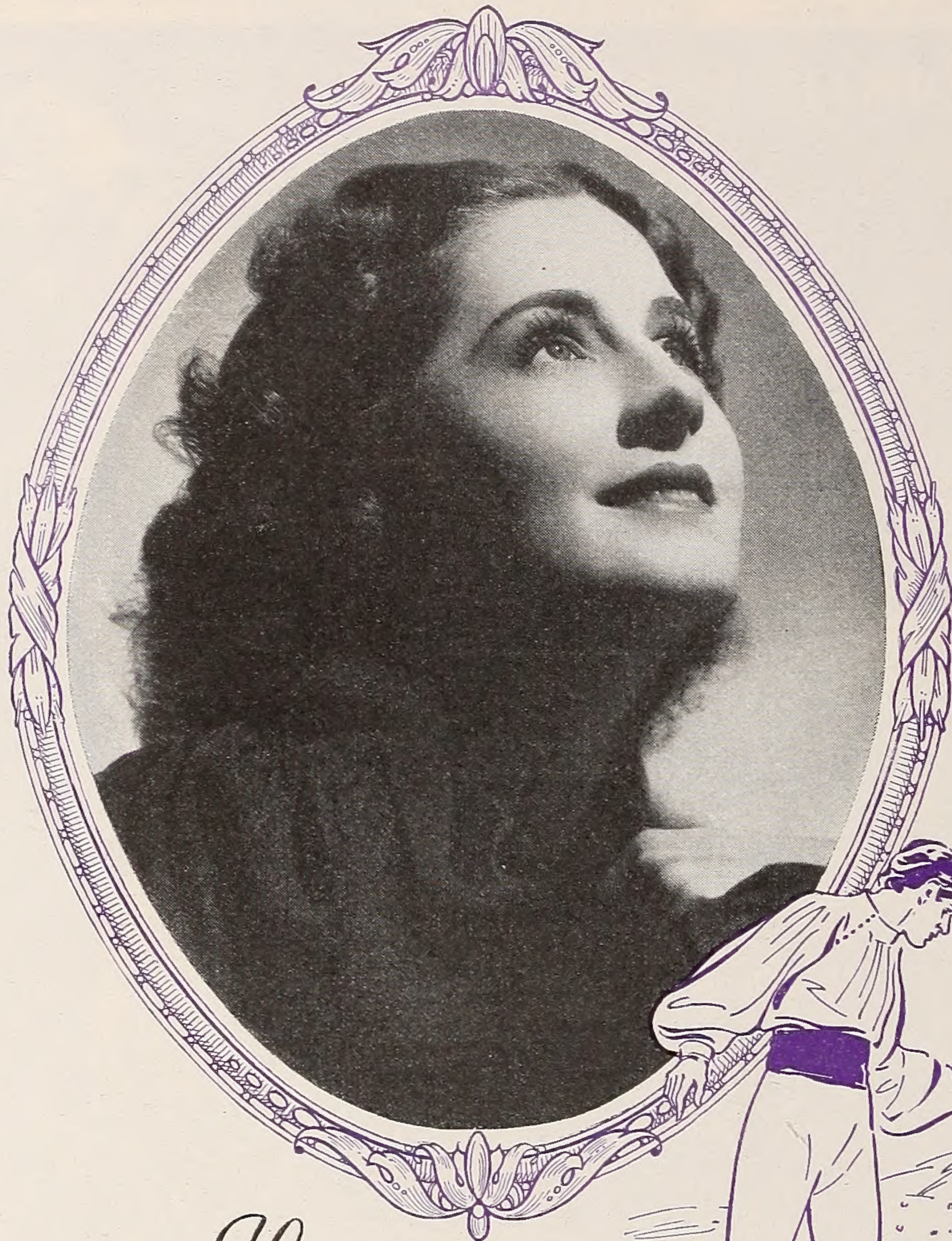
you brush your teeth.

You can tell that your gums are grateful by the healthier, cleaner "feel" to them. New circulation tingles through them. They feel less lazy. More alive . . . Less sensitive.

Make this gum massage with Ipana a part of your daily routine—morning and night. And "pink tooth brush" will probably always remain a stranger to you . . . gingivitis, pyorrhea and Vincent's disease probably will be just words in a book. And the new whiteness of your teeth, the new brilliance of your smile, will make you wonder why every woman isn't using Ipana plus massage.



THE MOTION PICTURE THAT IS
EAGERLY AWAITED THE WORLD OVER



*Norma Shearer
Leslie Howard*

in

Romeo *and* Juliet

with

JOHN BARRYMORE

EDNA MAY OLIVER • VIOLET KEMBLE-COOPER
BASIL RATHBONE • CONWAY TEARLE
REGINALD DENNY • RALPH FORBES
C. AUBREY SMITH • HENRY KOLKER • ANDY DEVINE

To the famed producer Irving Thalberg go the honors for bringing to the screen, with tenderness and reverence, William Shakespeare's imperishable love story. The director is George Cukor. A METRO-GOLDWYN-MAYER PICTURE.



MAY, 1936

Vol. 25

No. 5

Hollywood

The News Reel
of the Stars

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CHARLES RHODES, Photographer
Cover photo by Edwin Bower Hesser

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MEMBER AUDIT BUREAU OF CIRCULATIONS

MAY, 1936

Today in Hollywood



The winners! Bette Davis and Victor McLaglen became No. 1 film players when the Motion Picture Academy awarded them statuettes for best 1935 acting. The banquet was one of the most brilliant of the season



When old timers meet! Here is Lionel Barrymore in a full beard (necessary for his new picture) talking with D. W. Griffith, the famous director, and his bride. Griffith may return to the megaphone



Will this picture romance of 1927 turn into a genuine real love? Perhaps you remember this scene, taken from *My Best Girl*. Yes, you're looking at Buddy Rogers and Mary Pickford, who have been pals ever since. Mary has remained silent since her divorce from Douglas Fairbanks. She even refused to comment over his marriage to Lady Ashley in Paris



Janet Gaynor turns school teacher! I was a little astonished myself when I saw Janet teaching the ABC's to these two youngsters who appear in *Small Town Girl* with her. Janet thought it was great fun and of course the kids enjoyed it



Erroll Flynn is finding out the real meaning of popularity since he starred in *Captain Blood*! He's shown here with his wife, Lili Damita. Believe me when I say they're both very charming and unassuming people!

Ted Magee,
Editor

**YESTERDAY
TIRED...
NERVOUS...
BILIOUS...**



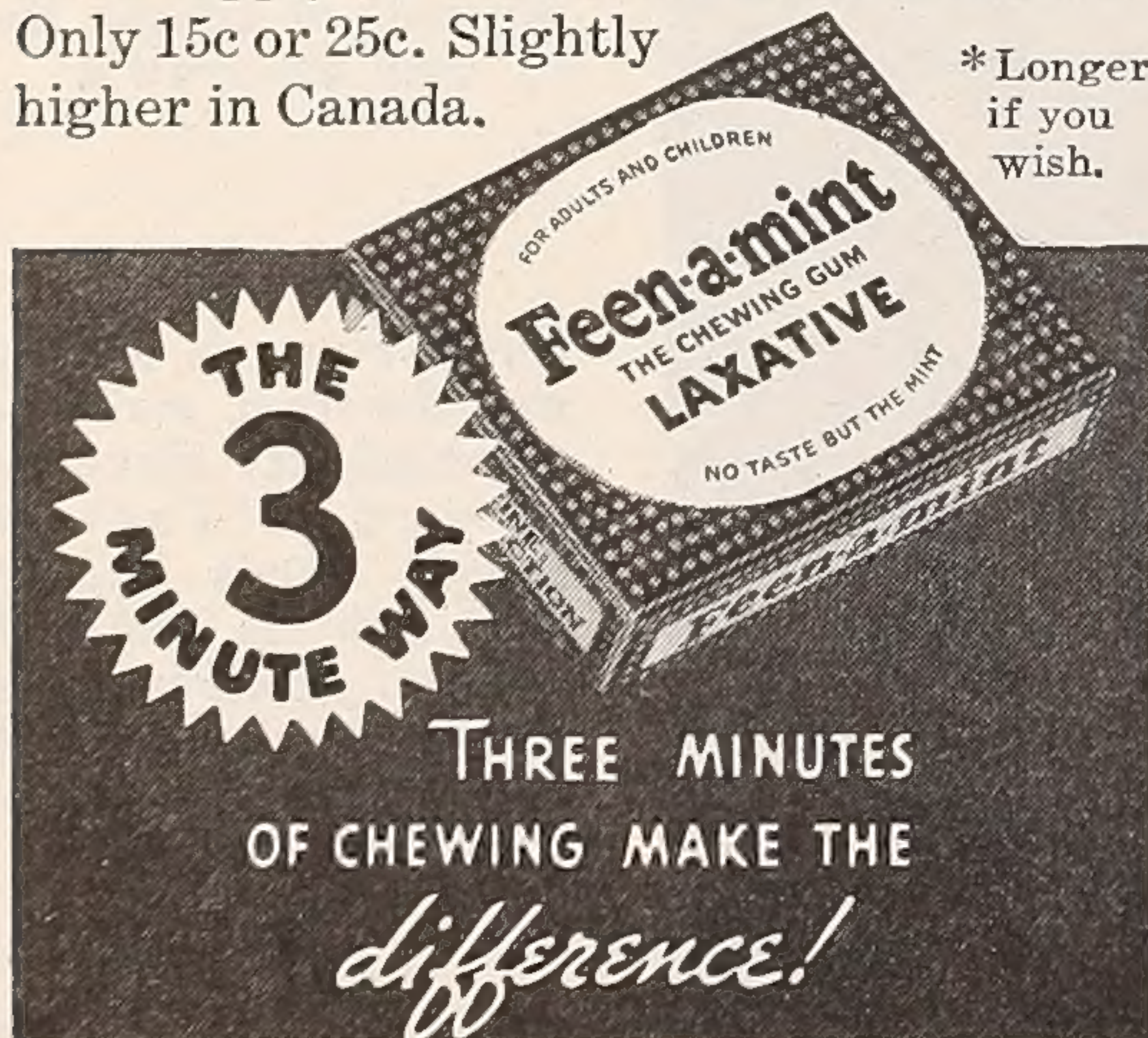
**TODAY—
FRESH, RESTED,
FEELING FINE**

HERE'S HOW I DID IT

"A friend told me how to clear up that logy, bilious, 'all-run-down' condition caused by constipation. Before I went to bed last night, I chewed delicious FEEN-A-MINT for 3 minutes.* It's this *chewing*, they tell me, that makes FEEN-A-MINT so much more effective. Well, it worked wonders for me. Today I'm fresh and rested—feel like a new person. This easy 3-minute way is so much nicer than taking harsh, griping, 'gulped' cathartics."

FEEN-A-MINT is fine for children too. No urging necessary to make them take FEEN-A-MINT, because they love its cool, fresh, minty chewing-gum flavor. And it's not habit-forming. Go to your druggist today and get a generous family-sized supply of delicious FEEN-A-MINT. Only 15c or 25c. Slightly higher in Canada.

* Longer if you wish.



Hollywood News Reel

Quints and Soups

HOLLYWOOD'S NEWEST STARS, the Dionne quintuplets—are garnering up their share of publicity with the release of *Country Doctor*. Tied up commercially with a wide variety of products, the little babies can't escape attention.

Filmland observers are smiling now over the neat way in which Hormel products made use of the famed children in a new advertising campaign. Set to present four new soups on the market, Hormel named them the quadruplets, considered adding a fifth kind of soup for the obvious quintuplet tie-up.

• •

Doug, Jr., Sees Joan

WHEN DOUGLAS FAIRBANKS, JR., flew into Hollywood from a two-year stay in London, his first act was to telephone—yes, you've guessed it—Joan Crawford. What's more, he scooted out to the Crawford-Tone menage and spent most of the afternoon there. (Note: Franchot was there, too, all the time. Doug merely wanted to see both of them.)

• •

Water, Water Everywhere

NOAH'S ARK, SCHEDULED to float again in Warner's *Green Pastures* production, nearly went a-sailing ahead of schedule.

An electrician, gazing at the darkened lights overhead, yelled, "Flood 'em!"

The men at the water hydrants complied.



Marking the closing of the race season in Hollywood, a regal ball took place. Posing here are Mrs. Hal Roach, Leslie Howard, Norma Shearer and Thomas Hitchcock, Jr. Howard is nursing a slight sprain



Loretta Young and Joan Bennett paused for this photo at the Screen Actors' Guild ball

It's Harpo Again

HARPO MARX STARTED it all. He phoned a fashionable Palm Springs Hotel, asked for a room over the week-end. The clerk responded nobly. Ten minutes later Mr.

[Continued on page 8]



The famous cross country romance continues unabated in Hollywood. Here is Elaine Barrie with John Barrymore, with mother Barrie in the background. Snapped at the Countess Di Frasso's red and white party

HOLLYWOOD

A DRAWING-ROOM DRAMA

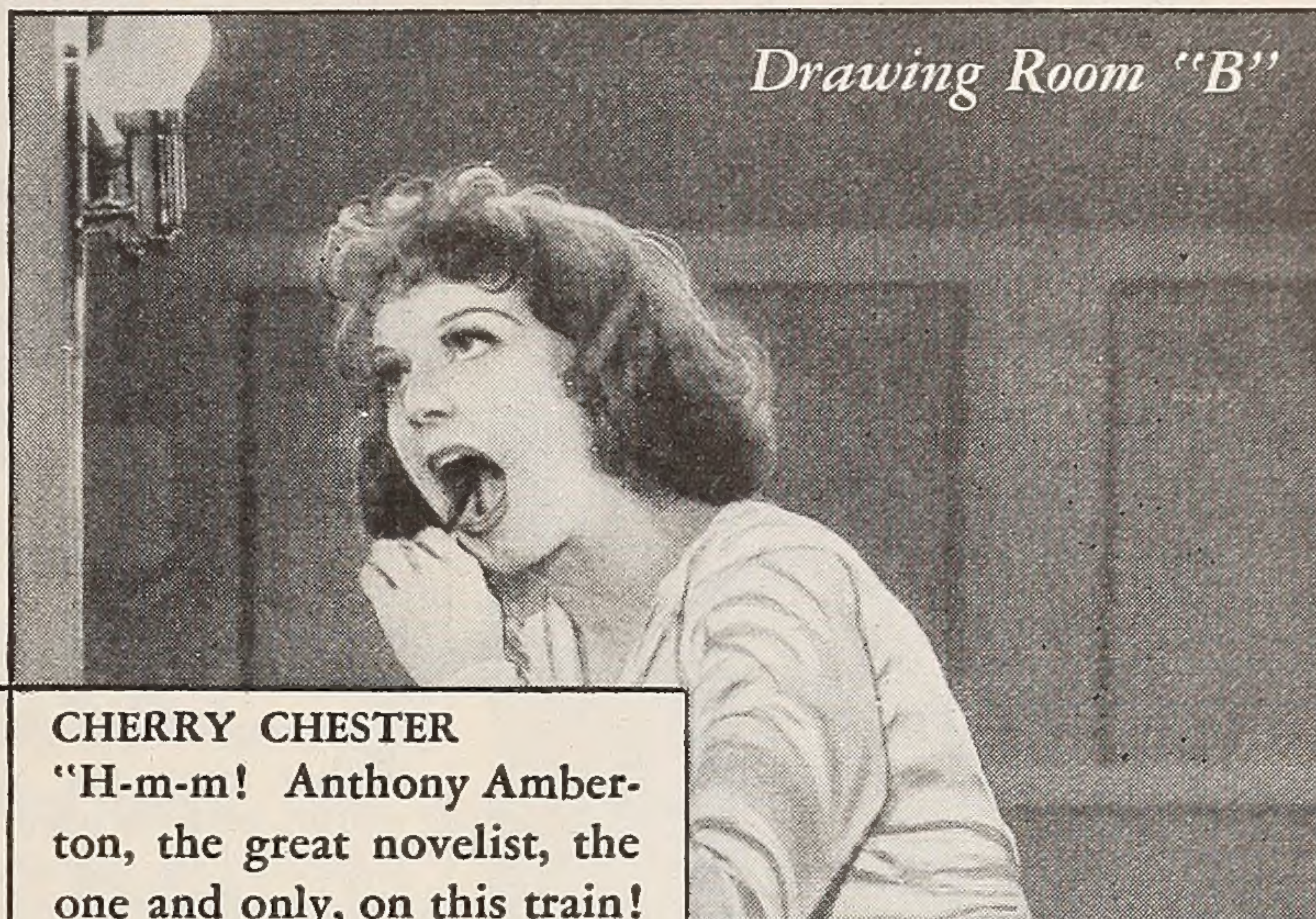
Scene: Twentieth Century Limited, Chicago to New York

Drawing Room "A"

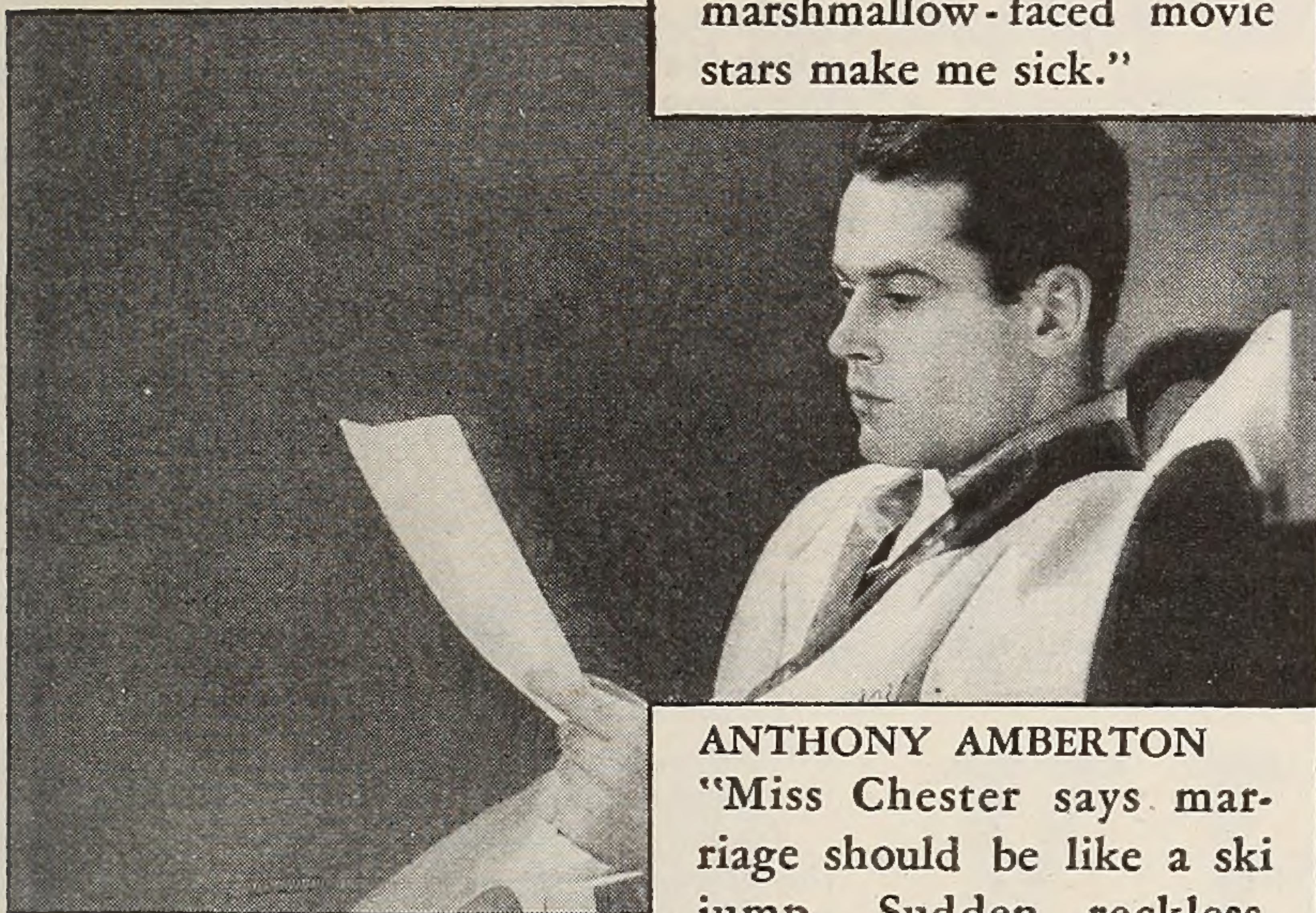


ANTHONY AMBERTON
 "So the great Cherry Chester, sweetheart of the screen, is on this train. Ugh! Those marshmallow-faced movie stars make me sick."

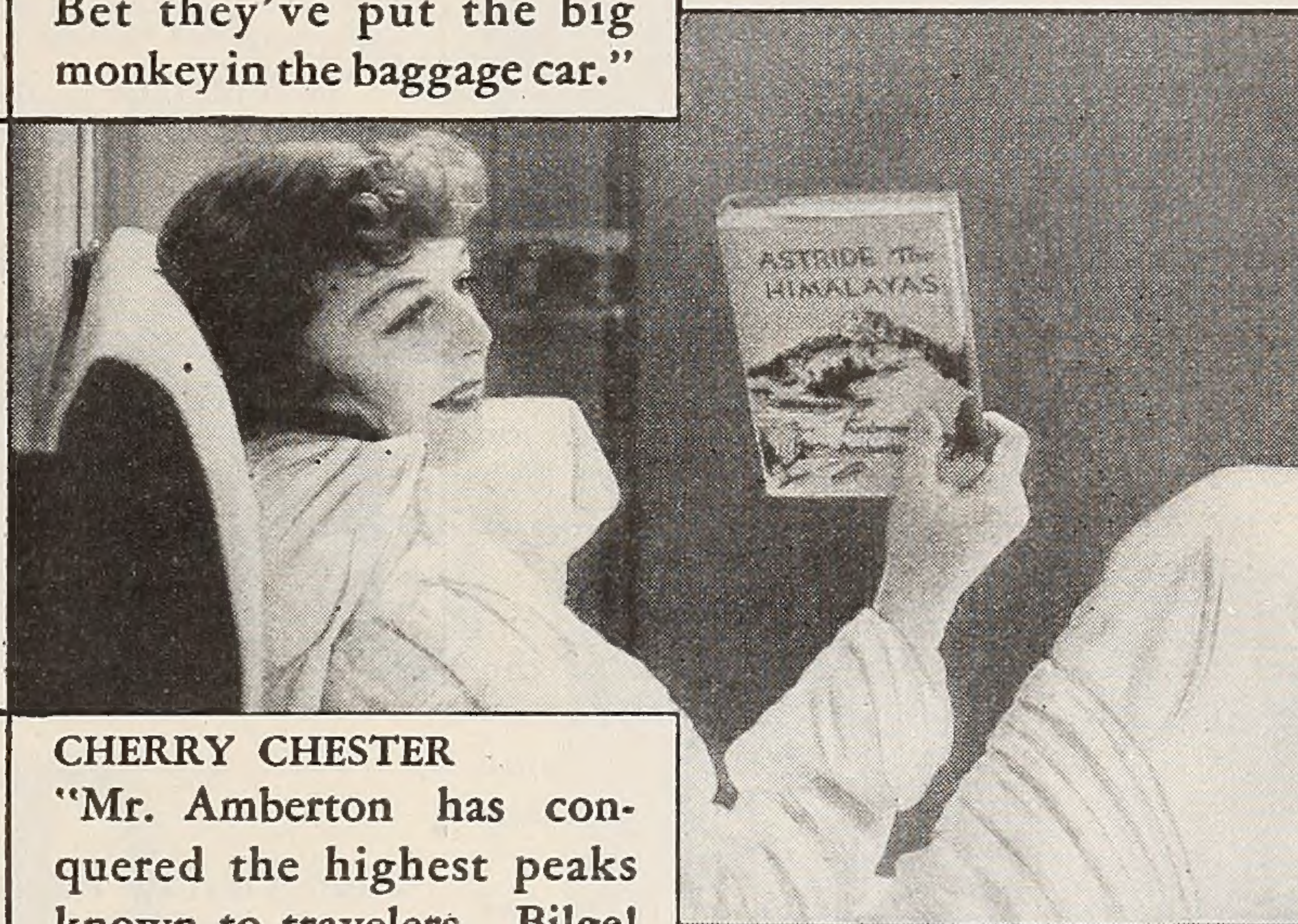
Drawing Room "B"



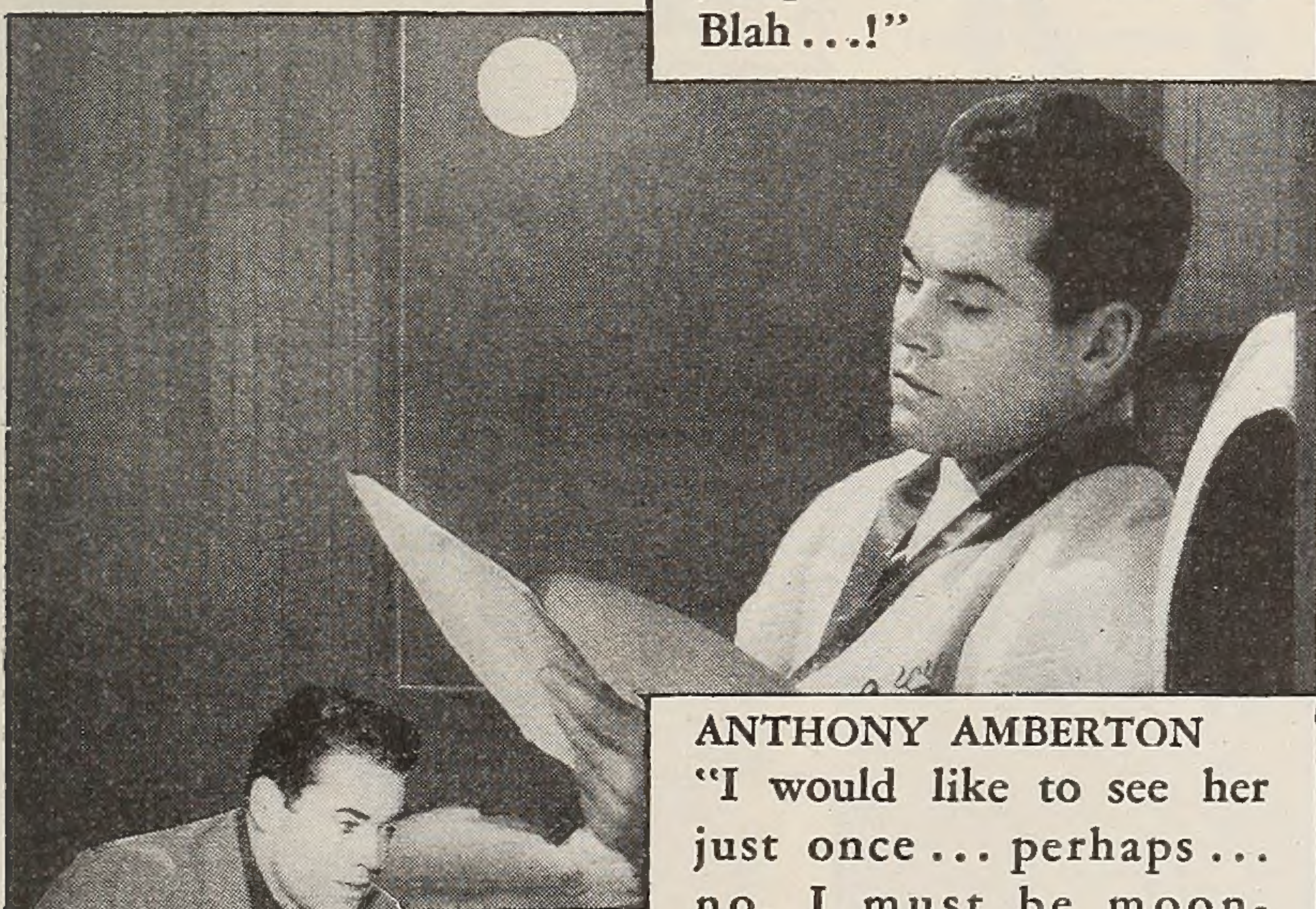
CHERRY CHESTER
 "H-m-m! Anthony Amberton, the great novelist, the one and only, on this train! Bet they've put the big monkey in the baggage car."



ANTHONY AMBERTON
 "Miss Chester says marriage should be like a ski jump. Sudden, reckless. Blah...!"



CHERRY CHESTER
 "Mr. Amberton has conquered the highest peaks known to travelers. Bilge! Absolute bilge!"



ANTHONY AMBERTON
 "I would like to see her just once... perhaps... no, I must be moon-struck."



CHERRY CHESTER
 "I wonder what he really does look like... maybe... but, no, it's probably that silly old moon."



HENRY FONDA
 as Anthony Amberton . . . explorer-author, the darling of the women's clubs.



MARGARET SULLAVAN
 as Cherry Chester . . . sensational young movie star, darling of Hollywood.

What the "silly old moon" does to two celebrities who yearn for romance in the moonlight instead of sensation in the spotlight, is entertainingly told in Paramount's **"THE MOON'S OUR HOME"** starring MARGARET SULLAVAN, with Henry Fonda, Charles Butterworth, Walter Brennan, Beulah Bondi, Henrietta Crosman . . . Adapted from Faith Baldwin's Cosmopolitan Magazine Serial . . . A Walter Wanger Production . . . Directed by William A. Seiter

"It's easy to see why movie stars insist on HOLD-BOBS", says lovely Miss Berenice Sheerin. "I never dreamed that a mere bob pin could make such a difference in my hairdress until I used HOLD-BOBS in preparing for my screen test".



● Miss Sheerin was given a screen test recently in the famous *Search for Talent*, sponsored by HOLD-BOB Bob Pins, Universal Pictures, Motion Picture and Screen Play.

Miss Sheerin echoes the sentiment of the millions of women who use HOLD-BOBS always. Hollywood has long known about these famous bob pins. No star's dressing room is complete without HOLD-BOBS . . . And a good makeup man never thinks of sending an actress on the set until her coiffure is made "screen proof" with HOLD-BOBS.

Wherever you are . . . why shouldn't you be assured of a hairdress that is just as lovely as any screen star's? . . . Use HOLD-BOBS—for HOLD-BOBS come in harmonizing colors to match every shade of hair; their small, round heads are invisible; their smooth, round points cannot scratch and their flexible, tapered legs, one side crimped, hold your hair in place.

Remember, the credit for most beautiful coiffures goes to HOLD-BOBS.

THE HUMP HAIRPIN MFG. CO.
Sol H. Goldberg, Pres.
1918-36 Prairie Ave., Dept. F-56
Chicago, Illinois



● **Final winners** in the *Search for Talent* will be announced in the next issue of this magazine. **ALSO** in the next issue will be an announcement of a **NEW Search for Screen Talent!! Watch for it!!**



Copyright 1936, by The Hump Hairpin Mfg. Company

Hollywood News Reel

(Continued from page six)

Marx called again, and a third time an hour later.

The clerk smiled slyly. Irrepressible, this Harpo. Quaint humor.

Came Saturday. All three Marx brothers arrived, demanded rooms, found only one reserved. A general uproar lasted for a half hour before the chagrined management straightened things out.

Freddie Gets Pay Boost

SPRIGHTLY FREDDIE BARTHOLOMEW came to his aunt the other day in what he would call "a great state of excitement." He had just learned that *David Copperfield* had been chosen by an eminent critic as one of the preceding year's ten best pictures.

"Is that true?" he demanded.

"Yes," Miss Bartholomew assured him.

"Then," Freddie stated reasonably, "In view of the fact that I helped to make the picture, don't you think I should have a reward?"

"What would you like, Freddie?" Miss Bartholomew asked.

The young star, whose salary runs into the thousands each week, deliberated a moment.

"Well," he finally decided, "I think I'm really entitled to have a dime allowance today instead of a nickel, don't you, Cis?"

Cis agreed.

Jean Harlow Fools 'Em

DESPITE WIDE OFFICIAL announcement that Jean Harlow had changed the color of her hair from platinum blonde to brownette, the stories still run wild that Jean wears wigs of varied colors.

The truth is this: Miss Harlow's hair is technically a sort of honey color. Under some lights she appears to have the brownette quality; under more brilliant



Here's another scene from the red and white party of Countess Dorothy Di Frasso. From the left: James Cagney, the hostess, Marlene Dietrich, Gilbert Roland, Maureen O'Sullivan; seated: Clifton Webb and Kay Francis



Clark Gable and Marion Davies were among the many guests at the Santa Anita Handicap ball marking the end of the racing season

lights her hair is apparently quite platinum. And no wig is needed to create the effect.

Miriam Moves Around

THERE'S NO TELLING what Miriam Hopkins will do . . . and for that reason she's the despair of her studio publicity man.

First of all, Miriam decided she'd visit the Orient, and, accordingly, arranged for transportation and had her passport vised. The studio announced her departure, then discovered Miriam had changed her mind without notifying a single soul and had flown to Mexico City.

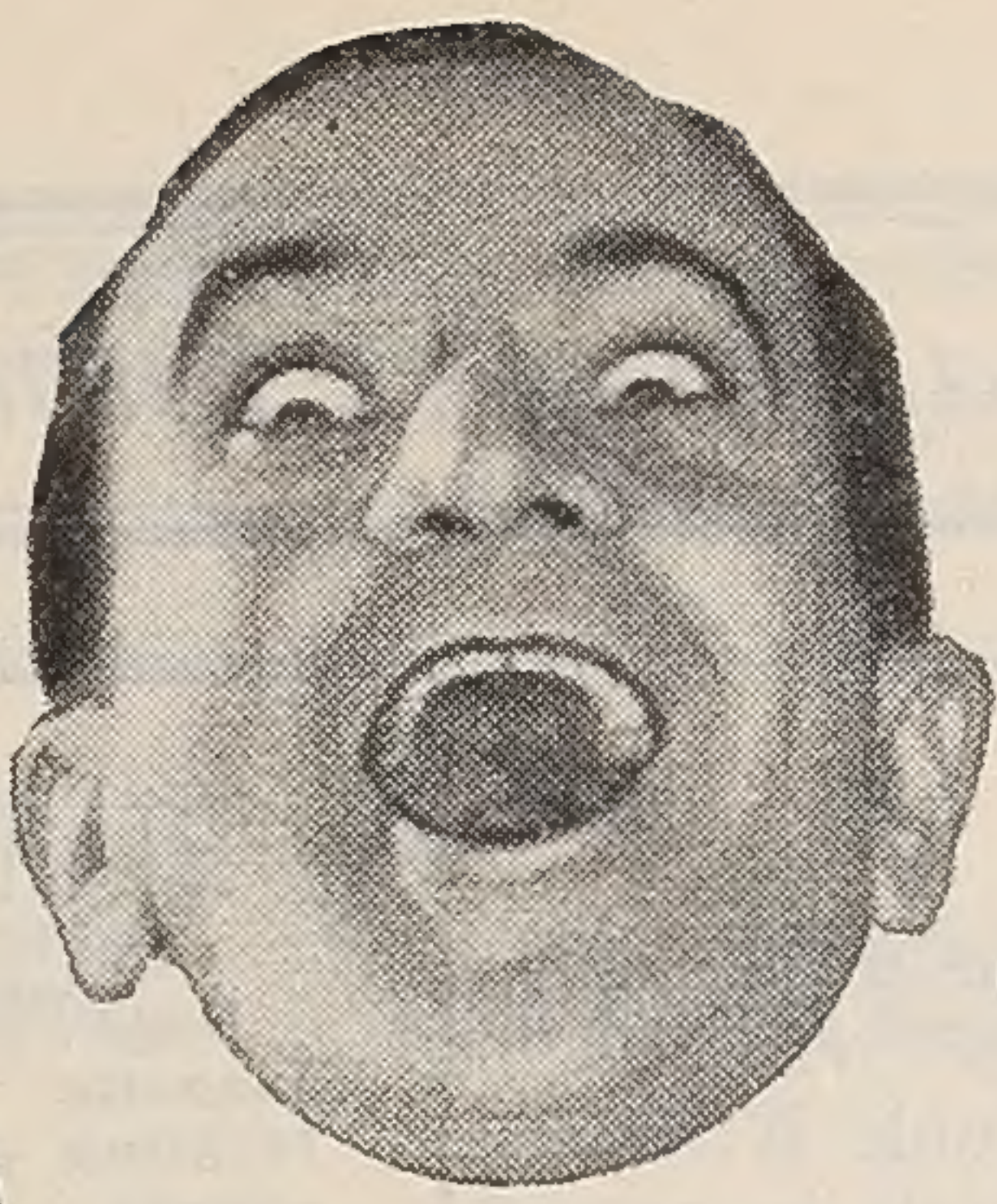
After some frantic wires had been sent by the publicity department down to the Mexican capital, it released the story that she would leave that city after a brief visit and trek on to Panama and possibly South America. Whereupon, the very next afternoon, Miriam descended from a Mexico City plane at Burbank, Hollywood's aviation terminal, and calmly announced she had returned for the preview of her latest picture.

On the Cover

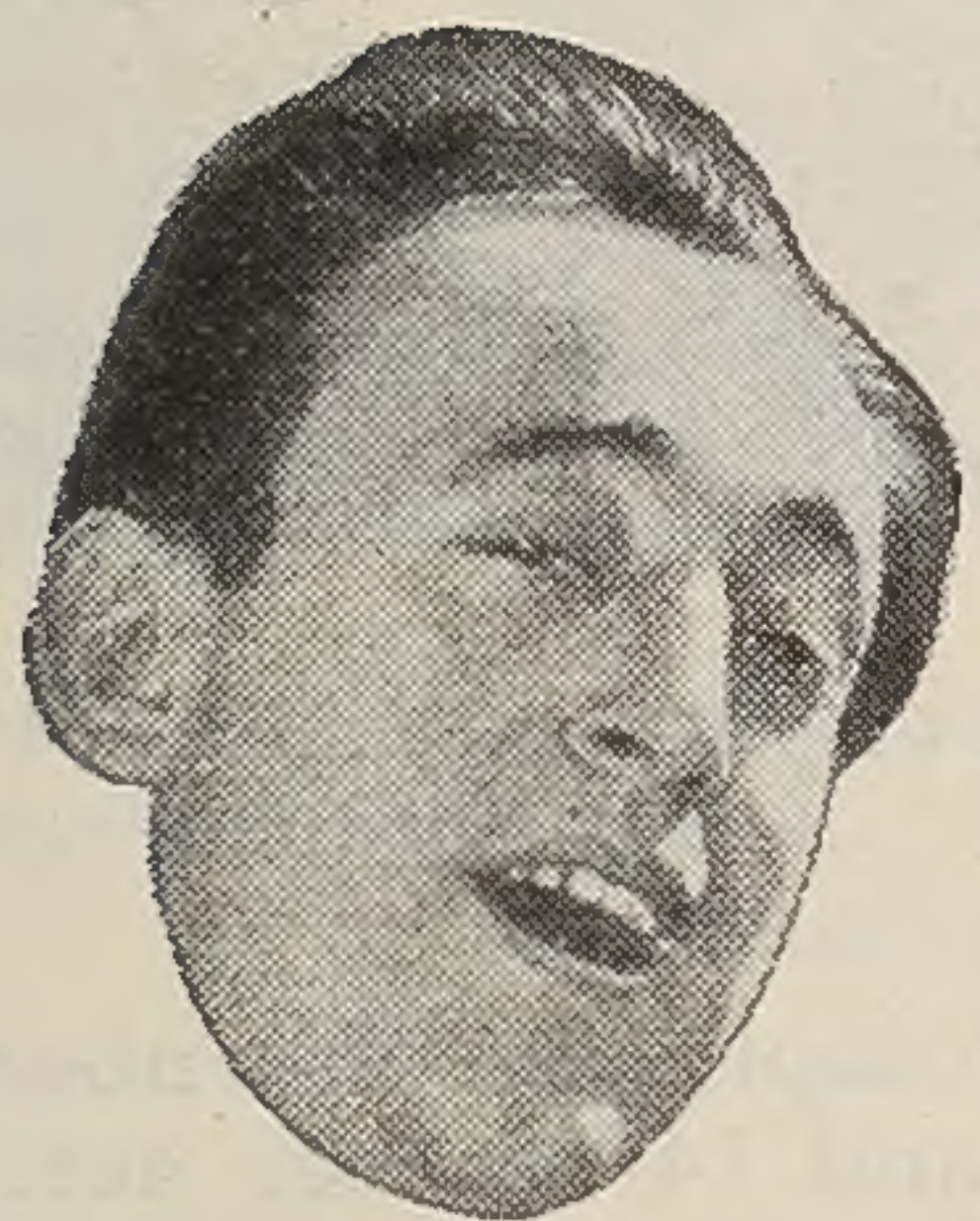
Anita Louise's unique costume photographed by Edwin Bower Hesser for this month's natural color photo, is made of soft suede, fashioned by Voris Linthacum (see page 38).

Often described as the most beautiful actress in Hollywood by foremost critics and artists. Miss Louise makes an ideal subject for the chromatic lens. She is currently making *Anthony Adverse* for Warner Brothers, starring Fredric March.

They love to sing-a'



So Al Jolson, Sybil Jason, The Yacht Club Boys, Cab Calloway & His Band, Edward Everett Horton, Wini Shaw, Lyle Talbot, Allen Jenkins and Claire Dodd Have Joined Forces and Voices in a Celebrity-Packed Warner Bros. Song Show That Recalls the Glories of Al's Immortal "Singing Fool."



"THE SINGING KID"

THE PICTURE OF THE MONTH



Al knocks 'em dead with 'I Love To Sing-a', 'Save Me Sister' and other torrid tunes by E. Y. Harburg and Harold ('Stormy Weather') Arlen.



The King of Swing & his hot band show how they do it in Harlem to the tune of Cab Calloway's own new song, 'You Got To Have Hi-De-Ho In Your Soul'.



'Sonny Boy' in skirts! The world's greatest and the world's youngest entertainers form one of the most delightful picture partnerships in years.



Those Yacht Club Boys, boast of Broadway's and Hollywood's niftiest night spots, are musically madder than ever in 'My! How This Country Has Changed'.

Girls! Girls! 100's of 'em! bring Harlem to Hollywood in lavish dance numbers staged by Bobby Connolly, forming a gorgeous backdrop for the dramatic story which was directed by William Keighley for First National Pictures.

(Advertisement)



THIS IS THE WOMAN WHO SAID:

"What's the difference,

ALL LAXATIVES ARE ALIKE!"

THE LADY above made a mistake. A grave mistake... yet, lots of people make it.

One day she was constipated, and took a laxative. Picked it at random. It happened to be a harsh, quick-acting cathartic that raced through her system in a couple of hours. It upset her. Nauseated her. Sent pains shooting through her stomach. Left her weak—wary... Such drastic remedies should *never* be taken, except on the advice of a physician.

DON'T SHOCK YOUR SYSTEM

When you need a corrective, don't make the mistake of assuming that all laxatives are alike. They're not! You'll feel a whole lot better when you take a *correctly timed* laxative. One that won't rush through your system too quickly. And yet, one that is completely thorough.

Ex-Lax is just such a laxative. It takes sufficient time—6 to 8 hours—to work. Hence, your system is not thrown "out of rhythm." You aren't upset or nauseated. You don't suffer from stomach pains. Ex-Lax action is so mild, so easy, you scarcely realize you've taken a laxative—except for the relief you enjoy.

A PLEASURE TO TAKE

With Ex-Lax you say farewell to bitter, nasty-tasting purgatives and cathartics. Because Ex-Lax tastes just like delicious chocolate. It's a real joy to take—not a punishment. Get a box today—only 10c at any drug store. You'll also find a more economical family size for 25c.

When Nature forgets — remember

EX-LAX

THE ORIGINAL CHOCOLATED LAXATIVE

— TRY EX-LAX AT OUR EXPENSE! —

(Paste this on a penny postcard)

Ex-Lax, Inc., P. O. Box 170 FG56

Times-Plaza Station, Brooklyn, N. Y.

I want to try Ex-Lax. Please send free sample.

Name.....

Address.....

City..... Age.....

(If you live in Canada, write Ex-Lax, Ltd.,
736 Notre Dame St. W., Montreal)

What They're Filming

DANCING PIRATES

(Pioneer Pictures)

● NEXT big technicolor picture to make the nation color conscious will be *Dancing Pirates*, produced by Jock Whitney at United Artists, and which is expected to boost Jock's technicolor stock another notch or two. Since unfortunate *Becky Sharp*, color technique has leaped many obstacles. This film, to judge from rushes we saw, will be as warmly colored as life, escape from picture-postcard garishness. Talking with Robert Edmond Jones, Jock's color expert, we learned their plan—to match color to music. When music is soft, colors are soft; when sound reaches a crescendo, so will the colors.

Profiting also from *Becky*, the Whitney crowd has found a story of great charm and well adapted to color. *Dancing Pirates* is based on an actual happening in early California. A captured pirate was condemned to hang by Santa Maria villagers, but the alcalde, discovering the pirate's ability as a cabinet maker, offered him a job making a chest. The easy going mayor put off hanging the pirate until the chest was finished. The pirate never finished the job he had in mind, and neither did the villagers. The chest to this day can be seen—still unfinished.

From this idea is derived a plot for *Dancing Pirates*. A dancing master, accused of piracy, is permitted to live long enough to teach the mayor's daughter how to dance. Needless to say, he never decides she has learned all he can teach her of dancing—and love. This engaging romance is filmed entirely on one stage, with gorgeous fiestas to enchant the eye, many clever actors to sustain the tale.

Most remarkable feature of the cast is Charles Collins, unknown to film fans, destined to be another heart throb. He was dancing with his wife, Dorothy Stone, in New York when talent scouts nabbed him. He has that rare quality, expressed in Hollywood lingo as *umph*, more specifically as *personality*. Steffi Duna, one-time

STUDIO CALL SHEET

San Francisco (M-G-M)—Clark Gable, Jeanette MacDonald, Spencer Tracy. Nearing cutting room stage. Looks like a winner.

The Good Earth (M-G-M)—Paul Muni, Luise Rainer. Barely under way with long schedule ahead.

Princess Comes Across (Para)—Fred MacMurray, Carole Lombard, Alison Skipworth. This is the one George Raft nixed.

Mary of Scotland (RKO)—Katharine Hepburn, Fredric March go historic. Just started.

Road to Glory (20th Century)—Fredric March, Warner Baxter, Lionel Barrymore in war story. A major film nearing cutting room.

Poor Little Rich Girl (20th Century)—Shirley Temple, Alice Faye, Gloria Stuart. Long schedule ahead. Summer release.

Florence Nightingale (Warners)—Kay Francis, Ian Hunter, Donald Woods. Opening scenes look promising. Long way to go.

Dracula's Daughter (Universal)—Otto Kruger, Marguerite Churchill. Nearing completion.

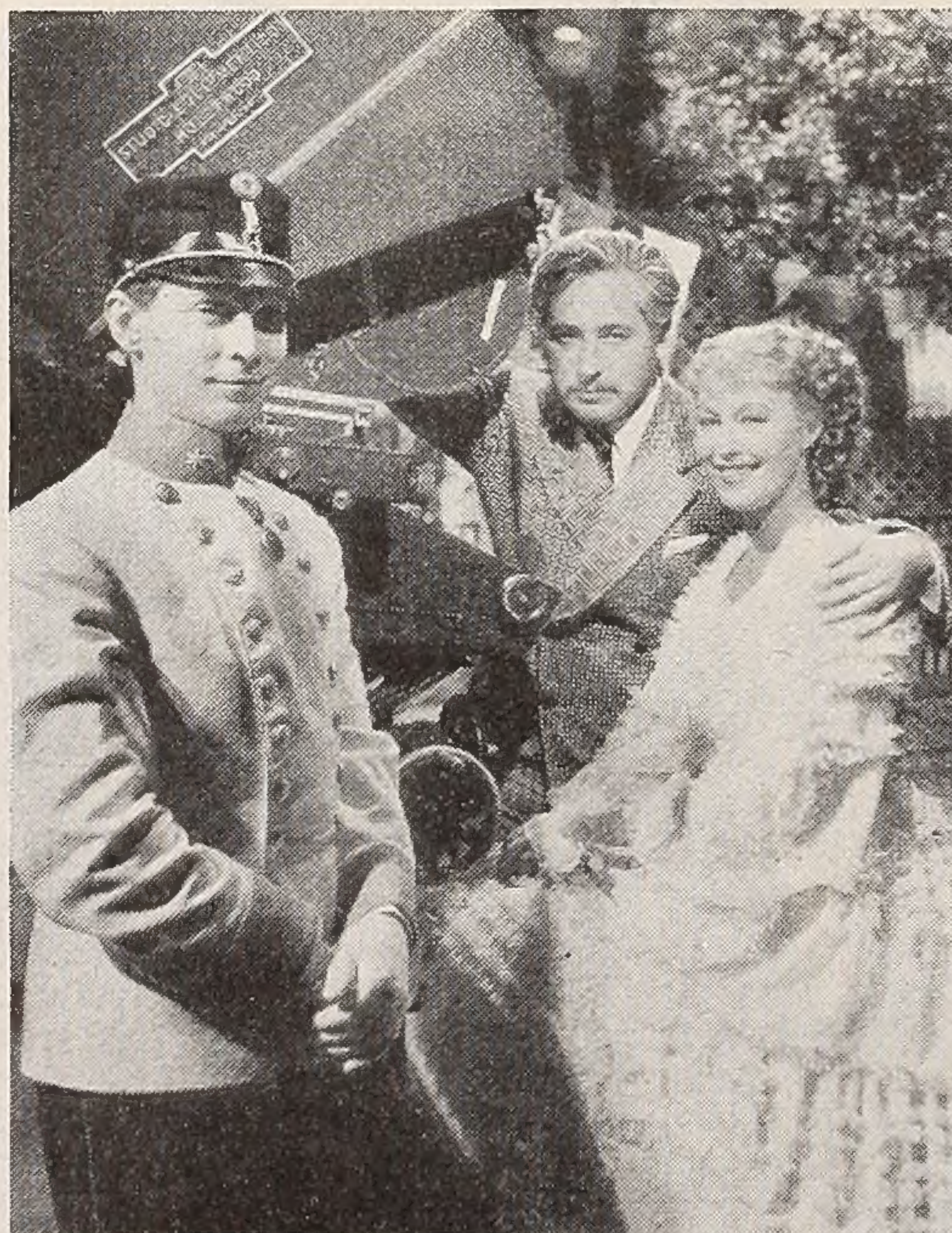
friend of Francis Lederer, is the girl, and such scene stealers as Frank Morgan and Luis Alberni enrich the cast.

THE KING STEPS OUT

(Columbia)

● GRACE MOORE, Joseph von Sternberg, Franchot Tone and 1472 other actors have been working for weeks on this film and it's about ready to be shown you. No one has seen more than small bits of the picture; it is still in the cutting room. But the rumors run rife that here is Grace Moore's finest work and we're ready to believe it!

They did the last scene first, the first scene last. Pictures just aren't shot in proper sequence in Hollywood—for technical reasons. We want to tell you about [Continued on page 52]



Most important trio at Columbia... Franchot Tone, Joseph von Sternberg and Grace Moore, filming *The King Steps Out*



Here's an elaborate dance scene from *Dancing Pirates*, the next big Technicolor picture. Steffi Duna and Charlie Collins dance

HOLLYWOOD

Here Comes the Show Boat!



Gallivanting around—just gallivanting around... The famous old Showboat tune comes to life again in this scene. If you don't recognize the lovely Irene Dunne, it's no wonder. She's the blackfaced lady in the center of the stage!

THE GIRL IN blackface, kinky wig and yellow hair-ribbon who swished past us on the set, attracted no more attention than any other of the 500 extras who made up the audience for the "show within the show" sequence being staged for Universal's forthcoming production, *Showboat*.

We looked in vain for the star, Irene Dunne. The other principals, dancing and prancing behind kerosene footlights on the tiny, old-fashioned stage of the floating theatre, were easily identified. There was white-haired Cap'n Andy, played by Charles Winninger. Helen Morgan, as Julie; Allan Jones in the co-starring rôle of the dashing Gaylord Ravenal; Helen Westley as Parthy Ann Hawks; Paul Robeson as Joe; Queenie Smith, Sammy White, Donald Cook and a chorus of minstrels—all members of Cap'n Andy's "happy family."

But nowhere could we find Miss Dunne. We turned to the guide and asked.

"She just passed you," he said, and we thought we detected an amused twinkle in his eye. "She'll be back in a moment."

Only one person had passed us. Of that we were quite certain. Could it be possible that the girl in blackface was—

Yes, sir! Indeed it was!

At Director James Whale's request she returned to the stage. As the cameras rolled she snatched a banjo, accompanying herself while singing a light, gay song. Then in a twinkling she swung into a low, Negro shuffle.

① HERE, INDEED was an entirely new Irene Dunne. It was hard to believe that behind that smear of black make-up was the same girl who had portrayed the self-sacrificing star of *Back Street* and the beautiful, blind heroine of *Magnificent Obsession*.

No one could visit the *Showboat* set without noticing the strong devotion for the production in everyone connected with it. It even "got" us. We found ourselves asking eagerly about the highlight scenes and wandered back time and again while the great, colorful sequences were being filmed.

● THE LARGEST SET OF ALL was one erected on the studio's "back lot" and covered an area of more than five square acres. At one end gouged out of the earth, ran a portion of the Mississippi River, where the old showboat lay moored to the

levee. Here hundreds of extras, both colored and white, lounged lazily in the sun until roused by the familiar cry: "Here comes the Showboat!"

Then they danced in glee, shouting and whooping when Cap'n Andy, in full admiral's regalia, headed his parade of show folk through the river town of Booneville. Pickanninies of seven and white-haired "Uncle Toms" of seventy yelled with delight as they followed the long line of carriages that wound their way to the church where Miss Dunne and Allan Jones were married, after avoiding the sharp-tongued Parthy Ann Hawks.

Here, perched up on a bale of cotton at the water's edge, with head thrown back and his voice carrying through the nearby hills, Paul Robeson sang his famous "Ol' Man River," again to be featured in the screen version of *Showboat* as strongly as it was on the stage.

Hollywood is chuckling about how the Robeson recordings were made. Knowing that the great Negro baritone suffers from nervousness and sleeplessness for days before a scheduled concert or recording, studio officials sought ways and means to avoid it. Consequently, nothing was said to him before the scheduled recordings but Mrs. Robeson was taken into their confidence. As a result, on Sundays when he prepared for a rest, Mrs. Robeson would suggest a lazy day driving through the nearby beaches. Instead, he was driven directly to the studios and asked to sing before he could build up his accustomed fright.

● EXTRAS, PRINCIPAL PLAYERS and Director James Whale were forced to snicker at the incongruous sight of giant sight-seeing busses being pressed into service to transport singly and alone the feminine featured players and Miss Dunne because their cumbersome, unwieldy costumes with [Continued on page 54]



Captain Andy (Charles Winninger) escorts Magnolia (Irene Dunne) to the altar in this touching scene from *Showboat*. They both are veteran stage players of this famous story

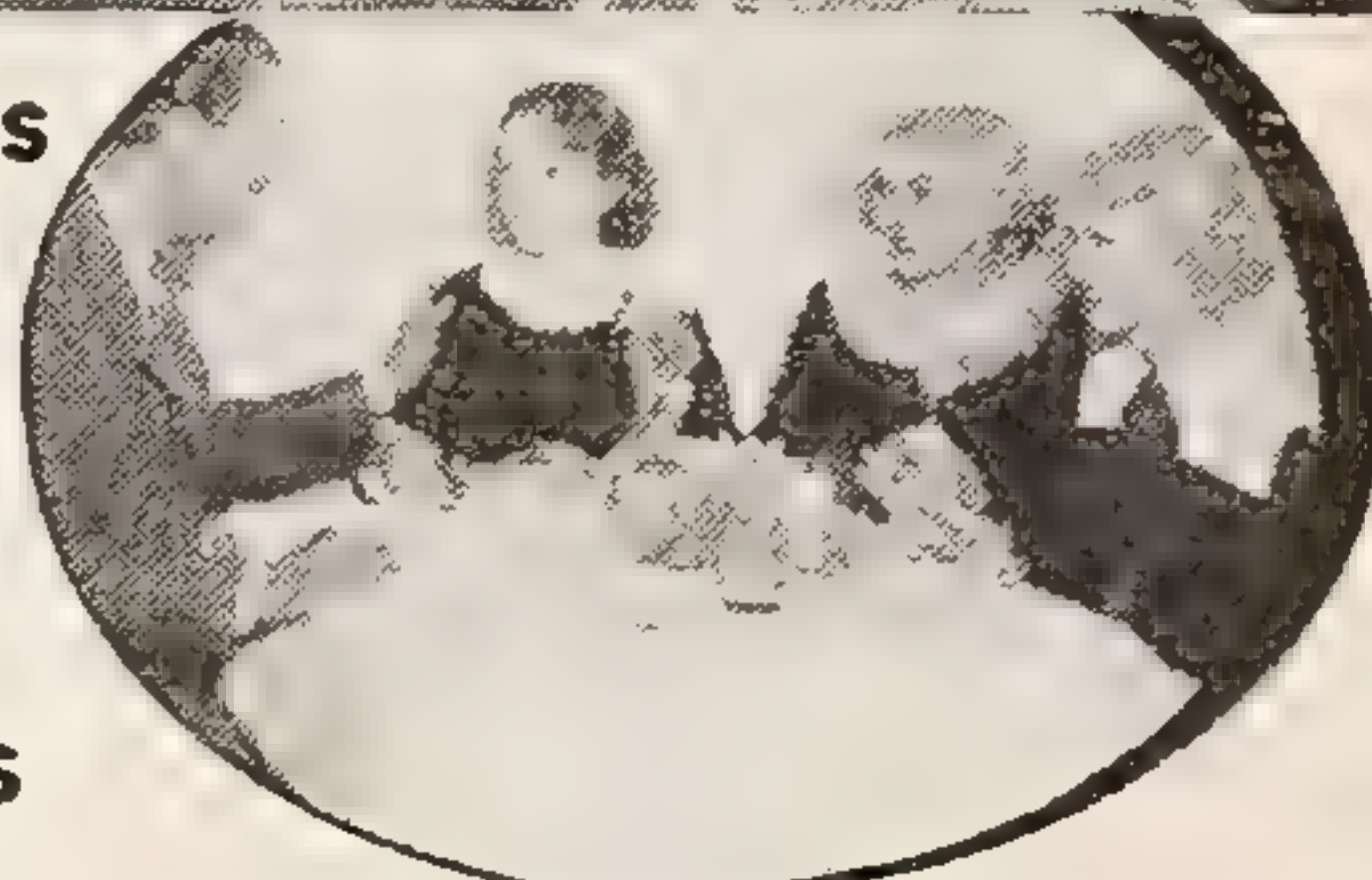
"HER LIPS WERE
REALLY ALLURING"



SAID
**WARREN
WILLIAM**



Read why this
well known
movie star
picked the
girl with the
Tangee Lips



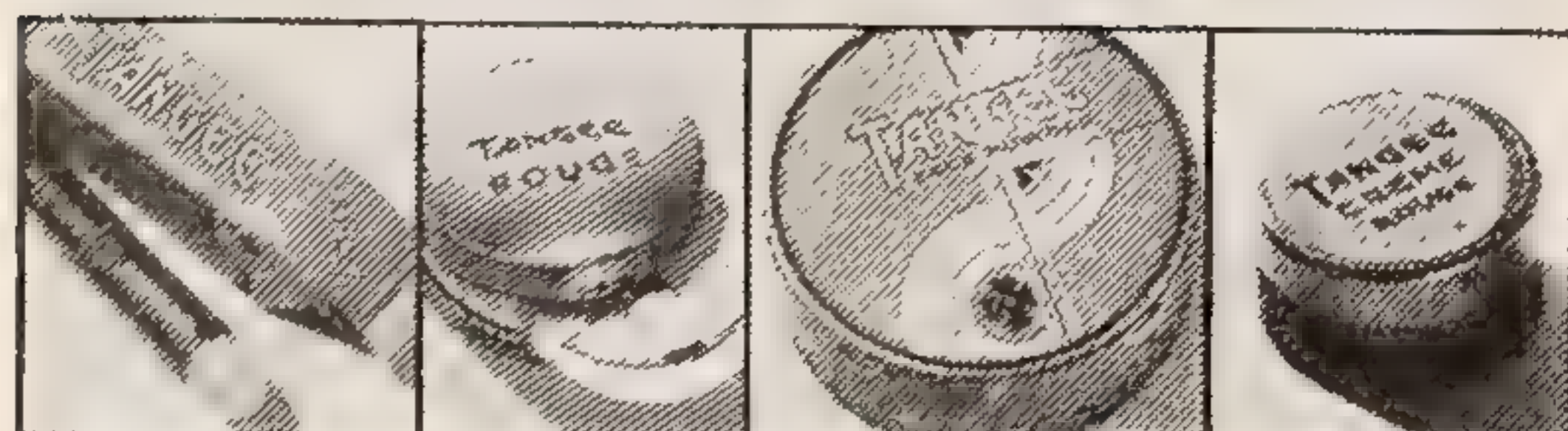
● We presented Mr. William to three lovely girls... One wore the ordinary lipstick... one, no lipstick... and the third used Tangee. Almost at once he chose the Tangee girl. "I like lips that are not painted—lips that have natural beauty!"

Tangee can't give you that "painted look"—because Tangee isn't paint! Instead by its magic color change principle, Tangee changes from orange in the stick to the one shade of blush rose to suit your complexion. Try Tangee. It comes in two sizes, 39c and \$1.10. Or for a quick trial send 10c for the Special 4-Piece Miracle Make-Up Set offered below.

● **BEWARE OF SUBSTITUTES**... when you buy. Don't let some sharp sales person switch you to an imitation... there is only one Tangee. But when you ask for Tangee... be sure to ask for TANGEE NATURAL. There is another shade called Tangee Theatrical, but it is intended only for those who insist on vivid color and for professional use.

World's Most Famous Lipstick
TANGEE

ENDS THAT PAINTED LOOK
New **FACE POWDER** now contains the magic Tangee color principle



★ **4-PIECE MIRACLE MAKE-UP SET**

THE GEORGE W. LUFT COMPANY **F56**
417 Fifth Avenue, New York City

Rush Miracle Make-Up Set of miniature Tangee Lipstick, Rouge Compact, Creme Rouge, Face Powder. I enclose 10¢ (stamps or coin), 15¢ in Canada.

Check Shade ☐ Flesh ☐ Rachel ☐ Light Rachel

Name _____ Please Print

Address _____

City _____ State _____

Fanagram Contest

Win Shirley Temple's Doll!

SHIRLEY TEMPLE offers one of her big, life-like dolls to this month's winner of the FANAGRAMS contest, and the field is wide open to everyone! Moreover, Shirley has autographed the doll personally (see accompanying photo).

If you didn't get in on last month's opening FANAGRAMS contest, try your luck this time. Here is a new and brilliant contest that is all fun and no work—a new diversion entirely free from the strain of cross word puzzles!

As we explained before, a Fanagram is an appropriate, interesting or amusing phrase created by rearranging the letters contained in the name of some movie star. As an example we cited the name of MAUREEN O'SULLIVAN, which by rearranging the letters, forms the phrase ON A UNIVERSAL MULE. No letters have been left out, nor have any been added.

Here are additional samples of Fanagrams: MAURICE CHEVALIER rearranges to read I HAVE A MIRACLE CURE. HOOT GIBSON becomes BIG SHOT? O NO! You can rearrange MARLENE DIETRICH to read I'M CLEAR IN THE RED, a fitting phrase for any movie star around income tax time. GEORGE RAFT can be changed into GREAT FORGE.

Shirley Temple's doll is going to the person who submits the entry which, in the opinion of the judges, best fulfills the potentialities of the Fanagram game. Here are the requirements:

First: You must take the phrase "In walks his troops" and re-arrange it to make the name of a movie star.

Second: You must take the names of GARY COOPER, BING CROSBY and CHARLIE CHAPLIN, rearrange each so that it makes a Fanagram just as illustrated above.

Third: Create three original Fanagrams of your own, choosing whatever names of film stars you please. (Here enters the biggest point on originality and cleverness.)

This is the contest in a nutshell—and the cleverest contestant is going to receive



Here's the Shirley Temple doll that HOLLYWOOD Magazine offers this month, nestled in the arms of Shirley herself. Try to win it

Shirley Temple's life-size doll, autographed by her own little hand.

Remember that fancy decorations won't help you win the contest. The judges demand only neatness and cleverness. The person who does the best job of creating new Fanagrams and solving the ones given above is going to walk away with the Shirley Temple doll! There are no blanks to fill out, no complications whatever. When you have worked out your solution, mail it in to the Fanagrams Editor, HOLLYWOOD MAGAZINE, 7046 Hollywood Blvd., Hollywood, Calif.

Fanagrams was created largely as an entertaining game for your own amusement. Then we decided to add zest to the game by offering a monthly award. Play it for the sheer fun of the game, then send in your contribution. It may be the prize winner!

FANAGRAMS RULES

1. Read the sample FANAGRAMS carefully before attempting your solution.
2. Note the three separate requirements necessary to make you eligible as a prize winner. You must not only solve the FANAGRAMS, you must create them as well.
3. Neatness counts, but cleverness and originality will largely determine the winner.
4. The judges shall be selected by the editor of HOLLYWOOD Magazine, and their decision will be final. No correspondence can be entered into regarding any entry, nor will entries be returned.
5. Contest closes May 15. The winner will be announced as soon thereafter as possible.
6. No employee or relative of an employee of this magazine is eligible.
7. Any number of solutions may be offered by one person.

Pickford-Lasky Deadline

With the Pickford-Lasky contest closing April 15, judges are preparing now to consider the thousands of trademark ideas submitted by readers of Fawcett Publications during the past three months.

No letters mailed after April 15 will be considered. Announcement of the five \$100 prize winners for each of the Fawcett screen magazines and the \$500 grand prize winner will be made as soon as possible. Watch this magazine for results.

Eyewitness Photos



I snapped David Niven, Merle Oberon, Lady Padget, Mr. and Mrs. Fredric March and (standing) Director John Cromwell at the annual ball of the Screen Actors' Guild—a major spring social event!



At the unique "red and white" party given by the Countess di Frasso, George Brent, Heather Angel, Ralph Forbes and Virginia Bruce were "among those present." Some wore costumes



Anita Page and Wallace Ford attended the premiere of *Modern Times*—the most spectacular opening of the year at the Chinese

by
CHARLES RHODES



Douglas Fairbanks, Jr., Mary Pickford and Charlie Chaplin. Young Doug's a full-fledged United Artists producer now



I caught Robert Taylor and Janet Gaynor about whom the romance rumors are rife, preparing for a national radio broadcast



A Holiday week is never complete without a visit to the fights, where, on this occasion, I found Pat and Mrs. O'Brien chatting with George Brasno, Jr., a famous "midjet" actor



Dolores Del Rio, Jeanette MacDonald, Fay Wray and Anita Louise consented to pose when Helen Ferguson gave one of her gay, informal parties. Fay is just returned from London

COULDN'T STOP CONSTIPATION

Now Wins 18-Year Fight!

This advertisement is based on an actual experience reported in an unsolicited letter. Subscribed and sworn to before me.

Bernice G. Cutting
NOTARY PUBLIC

"I had suffered all my life from constipation, and my weight and skin both showed it."

"I tried everything imaginable without relief. Then I discovered Yeast Foam Tablets."

"Now thanks to Yeast Foam Tablets, I have lots of pep—and my skin's like a baby's."

REAL FACTS—not claims—make up the true experience told above. For this intimate letter is one sufferer's actual story, taken from just one of the hundreds of voluntary reports telling how this pleasant, palatable yeast brought welcome relief after years of failure with other remedies.

You, like these hundreds, can end slavery to cathartics with Yeast Foam Tablets. There's no irritation, no violent flushing. A food rich in needed tonic elements, Yeast Foam Tablets strengthen the digestive system naturally and stimulate sluggish intestines to normal healthy action. Constipation headaches and other symptoms go—your skin glows, pep returns, and you feel the surging energy of health again.



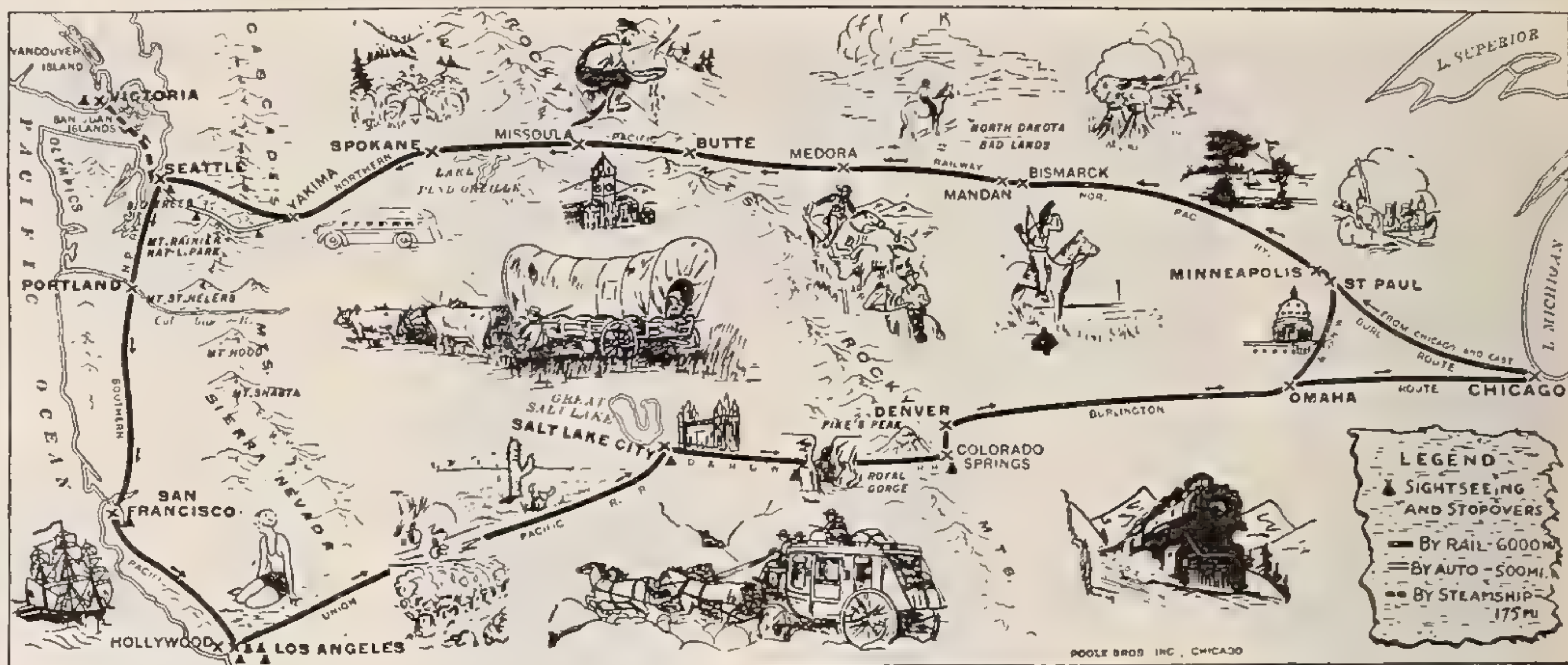
Ask your druggist for Yeast Foam Tablets today. And accept no substitute. Send for Free Sample.

NORTHWESTERN YEAST CO.,
1750 N. Ashland Ave., Chicago, Ill.

Please send free introductory package of Yeast Foam Tablets. F.G. 5-36

Name _____
Address _____
City _____ State _____

Movieland Tour



HOLLYWOOD Magazine's second hegira to Hollywood gets under way from Chicago July 19, with all details completed for two weeks of travel and sightseeing in filmland. So popular is this plan of a Hollywood houseparty that a second group will make the same tour from Chicago starting August 9.



Paula Stone

Idea originated when fans asked for some means of seeing Hollywood under auspices that would permit visits to the usually barred gates of studios, and at a cost within reach of the average pocket-book. From this basis the Movieland Tour has grown to include parties, banquets, and special entertainment, of which the following is but the bare outline:

After crossing the country (see map) the first group of 200 guests arrive in Hollywood Sunday, July 26, and will embark immediately for Van Nuys, to be guests of Ken Maynard for a viewing of his circus. Maynard, one of the top notch cowboy stars of filmdom, is preparing a circus for a national tour. Lunch will be served from the cook wagons, and then the party will watch Ken and his circus perform. Then in to Hollywood, where luggage will already be disposed of in rooms allotted our guests at tour headquarters, the Roosevelt and affiliated hotels a few blocks from Hollywood Magazine's offices.

In the evening the houseparty goes to the famed Brass Rail for a surprise party with special entertainment devised. Here, and at all our functions, stars will be guests of honor. On Monday a trip through 20th Century Fox studios is scheduled, and Shirley Temple's home lot will take charge of our visitors. Souvenirs of the visit with famed 20th Century-Fox stars (Ronald Colman, Gloria Stuart, Victor McLaglen, Loretta Young, Rochelle Hudson, and others) are being prepared.

FOLLOWING THE STUDIO TOUR, we'll visit the homes of the stars in Beverly Hills. Not to waste a precious moment of the Hollywood visit, the evening will be given over to a banquet at the Biltmore Bowl, rendezvous of the stars in downtown Los Angeles. Here dining and



Ken Maynard, above, will be one of the hosts on the Movieland Tour. Consult the map for a complete story of the many wonders to be seen on this annual pilgrimage

dancing to music of Jimmy Grier's orchestra, with big floor show and many stars as our special guests is planned.

Tuesday will be the highlight—a big cocktail party at the home of Paula Stone, Warner Brothers player, and daughter of Fred Stone. Paula is inviting dozens of friends to be there from the film colony, so bring kodaks and autograph books! You'll want snaps of yourself with the stars to show the home folks.

Paula is celebrating a big success in her latest Warner film—better see it before you leave. It's called *Treachery Rides The Trail*. Wednesday brings a trip to gorgeous Catalina Island, and Thursday the tour is homeward bound.

TOUR No. 2, ARRIVING here August 16, will enjoy the same program, except that Universal Studios, where *Show Boat*, *Sutter's Gold*, and *Love Before Breakfast* have recently been completed, will be our host. Be sure to see these films, as sets for these productions will be points of interest on the [Continued on page 51]

"You girls
who want a
lovely skin—
use my beauty care"

says
GINGER ROGERS



Star of RKO-Radio's "Follow the Fleet"



**"Don't run the risk of clogging your pores!
I avoid COSMETIC SKIN this way". . .**

• It's when stale powder and rouge *choke your pores* that Cosmetic Skin develops—dullness, blemishes, enlarged pores. Use cosmetics? Ginger Rogers does. "But," she says, "I remove every trace of stale make-up with Lux Toilet Soap." Clever girls use this ACTIVE-lathered soap before they put on fresh make-up—*always* before they go to bed. "Lux Toilet Soap keeps skin smooth, flawless," says Ginger Rogers.



"Yes"

THE TIME OF MONTH CAN'T
DICTATE TO MODERN GIRLS:



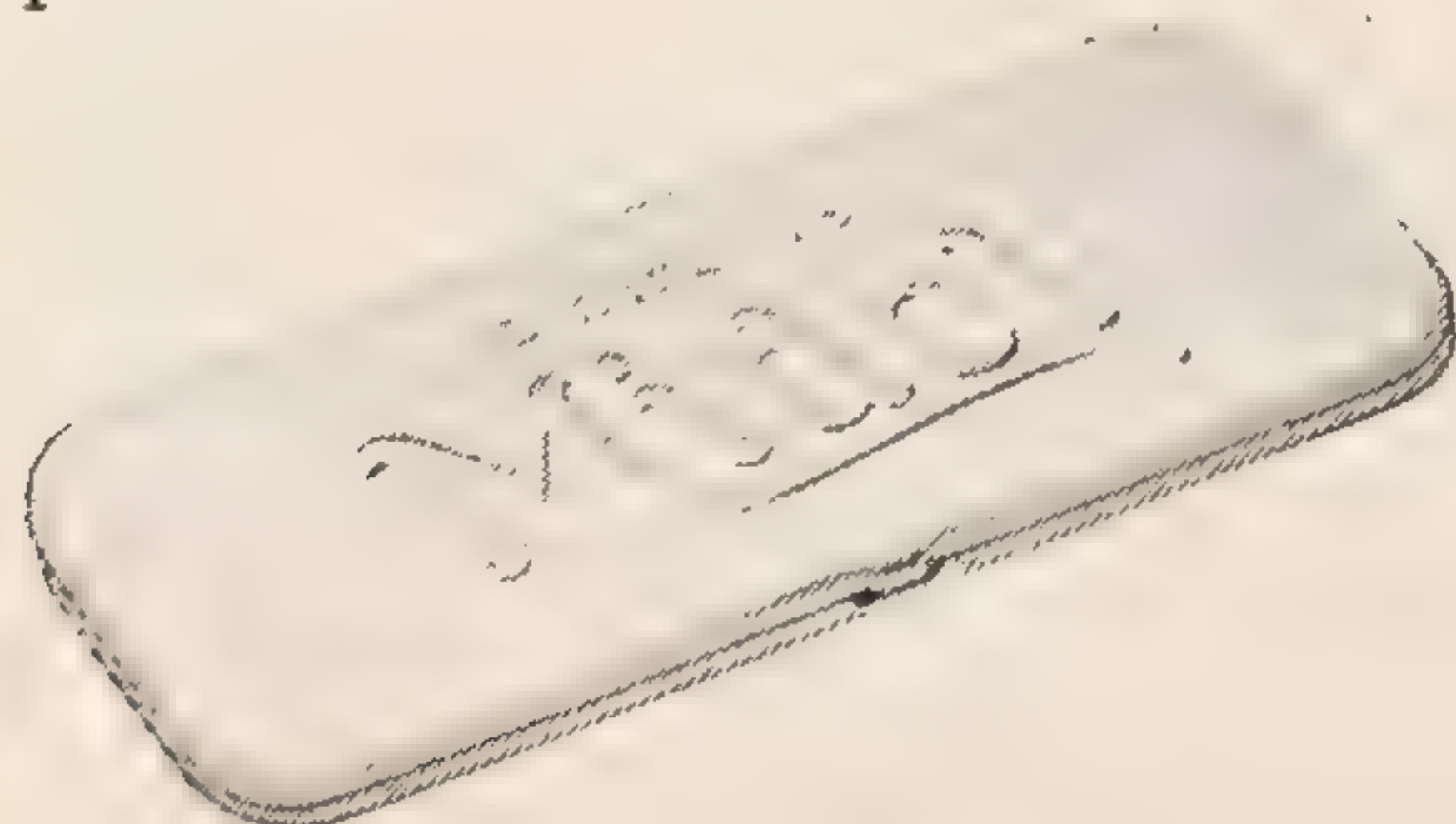
The modern girl doesn't decline an invitation just because of the time of month! She knows how to keep going, and keep comfortable — with Midol. For relief from painful periods, this is all you have to do:

Watch the calendar. At the very first sign of approaching pain, take a Midol tablet and drink a glass of water, and you may escape the expected pain altogether. If not, a second tablet should check it within a few minutes.

Midol's relief is lasting; two tablets should see you through your worst day. Yet Midol contains no narcotic and it forms no habit. But don't be misled by ordinary pain tablets sold as a specific for menstrual pain! Midol is a special medicine, offered for this particular purpose.

You will find Midol in any drug store, it is usually right out on the counter.

So, look for those trim, aluminum boxes that make these useful tablets easy to carry in the thinnest purse or pocket.



Topper's Reviews

If he waves his hat, it's grand! Otherwise—!

by TED MAGEE

TRAIL OF THE LONESOME PINE—
(Wanger-Paramount)—Marking the end of the circus poster era of Technicolor, *The Trail of the Lonesome Pine* leads the whole industry toward the real thing in natural color. Filmed entirely in the San Bernardino Mountains of southern California, *The*

Trail radiates the full beauty of autumn colors, winter snow and majestic pines, yet never offends the eye. The sheer magnificence of certain scenes focuses attention on the Technicolor, yet through much of the picture one almost forgets that the color millenium has arrived. If story values were zero, this picture would still elicit praises; yet here the human element wins its full share of hallelujahs. Telling the familiar story of a young engineer (Fred MacMurray) who goes into the backwoods with his railroad gang, *The Trail* follows the bloody mountain feuds with its full turmoil. Sylvia Sidney, Henry Fonda, Fred Stone and Spanky MacFarland turn in amazing performances as members of the Tolliver clan. Outstanding scene: the first time that Stone ever talks over a telephone, depicting a mixed feeling of awe and astonishment. Most beautiful shot: the morning haze rising through the forest.

WIFE vs. SECRETARY—M-G-M—
Three excellent reasons for seeing this picture are Myrna Loy, Jean Harlow, and Clark Gable. Together, these superior box office draws make you forget the plot is as old as the century. The whole story is told in the title excepting who wins out. You'll have to go to the theatre for that. Gable displays a bubbling



For comedy and good fun, see Carole Lombard and Preston Foster in *Love Before Breakfast*, a Universal production



Dolores Costello and Freddie Bartholomew co-star in *Little Lord Fauntleroy*. Put it on your "must" list of new pictures

personality that will make you either rave over or at him. There'll be no in-between stuff. And Jean—at last you will see her go through an entire picture in a subdued portrayal. Super sex and arm waving has been spared. The result is laudable. Jean eyes you with a pair of high powered lamps carrying more sex appeal than low cut gowns. She proves somebody has been wrong for years and she really can act.

MESSAGE TO GARCIA—(20th Century)—With a cast featuring Wallace Beery, Barbara Stanwyck and John Boles, one might fully expect a top notch picture in *Message to Garcia*. And although something important has gone haywire the picture still emerges as fairly good entertainment. La Stanwyck and Boles try hard to please, yet never have a chance of becoming standouts. Beery's rôle is confined to portrayal of a renegade arms dealer in Cuba who sells bullets filled with sawdust.

LITTLE LORD FAUNTLEROY—
(Selznick)—Dolores Costello returns to the screen, does a neat portrayal of "Dearest," but quite naturally loses top honors to Freddie Bartholomew as the little lord. Don't be misled into thinking that here Freddie must be a mama's boy. The story very carefully starts him out in a first class street fight, has his face

HOLLYWOOD

stepped on. Once cleaned up, Freddie goes to England to live with his anti-social grandfather, C. Aubrey Smith. The rest of the story is a tender, revealing characterization of these two, logically converting the old coot into a beloved man entering the twilight of life. Filled with its quota of tears, *Little Lord Fauntleroy* nevertheless avoids the maudlin and never becomes too sad for enjoyment. Henry Stephenson, Mickey Rooney and Guy Kibbee are three more good reasons for this being an auspicious start for Selznick International.

THESE THREE—(United Artists)—Two ladies and a man again, in another triangle but something entirely different from *Wife vs. Secretary*. Miriam Hopkins and Merle Oberon start a school for girls with Joel McCrea, the young doctor, turning handy man around the place. A little snip at the school (Bonita Granville) ruins things with malicious gossip. At this point she and Marcia Mae Jones take over the picture and stage the grandest children's spree you have ever seen. When the smoke clears and the guns grow quiet, Mistress Marcia comes out the biggest star of all, with Bonita not far behind. Hopkins, Oberon and McCrea grin and take it; they all did a swell job but all heaven couldn't save the honors for them. You can't class this as a family picture, but maybe the kiddies won't understand what it's all about. It's your risk.

LOVE BEFORE BREAKFAST—(Universal)—For sheer entertainment here is a picture that makes the grade. Carole Lombard and Preston Foster, borrowed from rival studios, proceed to contribute magnificent performances that make this picture reminiscent of *It Happened One Night*. Foster, a buzzer-pressing business man, throws his heart to Carole, who refuses to catch it.

ROBIN HOOD OF EL DORADO—(M-G-M)—Depicting the life of the early California bandit, Joaquin Murrieta, *Robin Hood*, is a strange but successful combination of historic fact, colorful fantasy, and horse opera. Warner Baxter deftly handles the title rôle, carries on to an inevitable tragic climax. Equally good by contrast is "Three Fingers" Jack Garcia, his murderous partner, played by J. Carrol Nash. Baxter is the persecuted native who turns to stage coach banditry for revenge over the slaying of his sweetheart (Margo). Nash catches the spirit of "Three Fingers" actual life: a droll murderer especially eager to kill Chinese and willing to knife anyone. These two characters, as a real life, leave a trail of blood behind them as they maraud against the gold seekers. Margo's sweetness is more apparent than ever. Ann Loring, a newcomer, looks promising. Bruce Cabot, Soledad Jimenez, and Edgar Kennedy contribute nicely. If *Robin Hood* missed its epic swing, it nevertheless provides good entertainment and will make you acquainted with a colorful period in California's history. Outstanding shot: Joaquin's band galloping, roaring along as a map of California rolls beneath them.

[Continued on page 51]

Now..a Lovelier way to avoid Offending!



You are so Fragrantly Dainty

when you bathe with this lovely scented soap!

FIRST it brings sweet cleanliness . . . this exquisite Cashmere Bouquet Soap! Its rich, deep-cleansing lather leaves no chance of unpleasant body odor.

Then, its lovely, flower-like perfume lends you added glamour. It lingers about you long after your bath . . . gives you the *fragrant daintiness* men find so adorable.

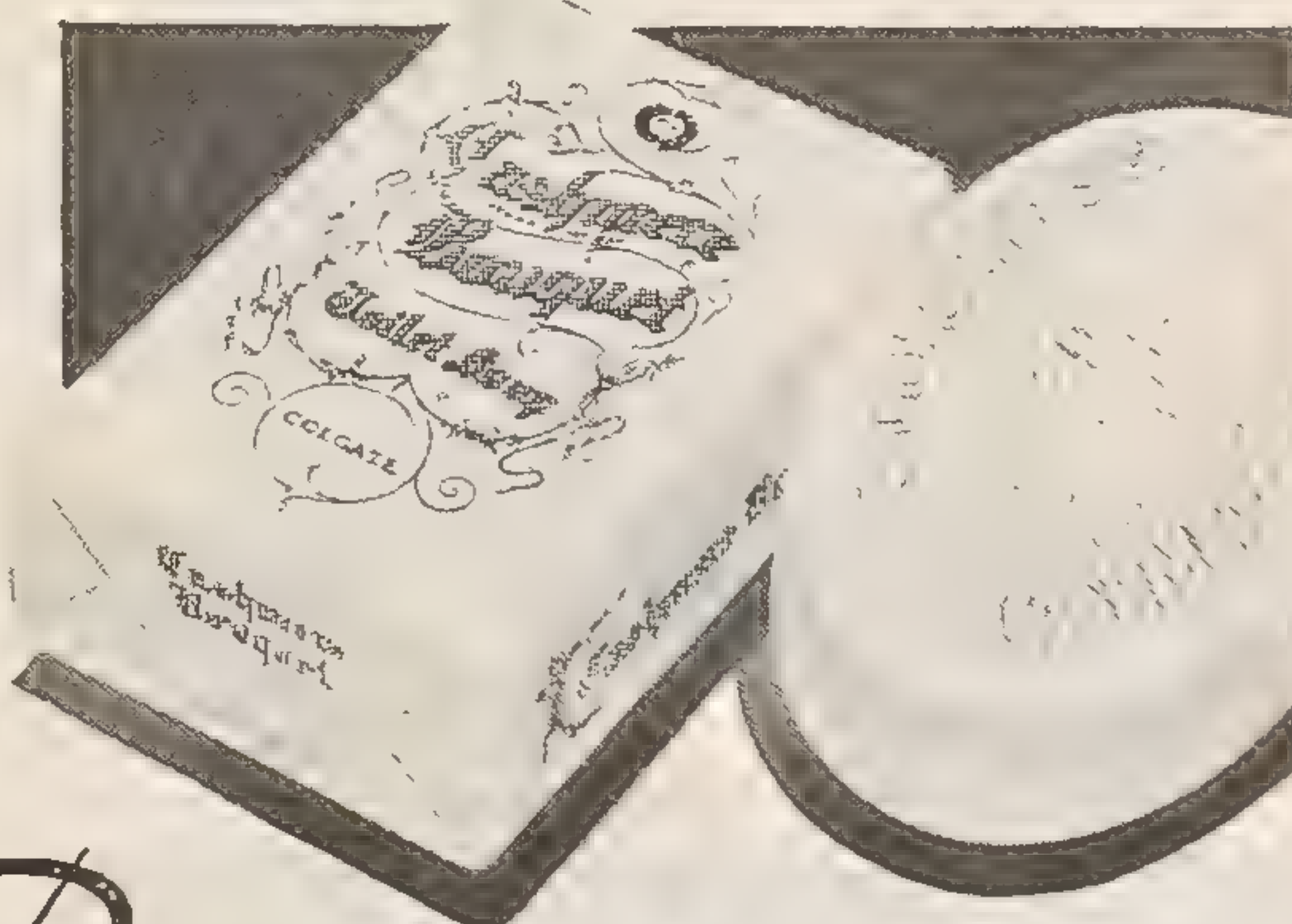
Use this pure, creamy-white soap for your complexion, too. Its generous lather is so gentle and caressing. Yet it goes down into each pore and removes every bit of dirt and cosmetics . . . keeps your skin radiantly clear, alluringly smooth.

And now Cashmere Bouquet costs only 10¢ a cake. The same long-lasting soap

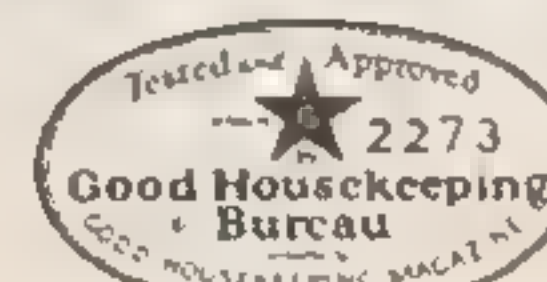
which for generations, has been 25¢. Exactly the same size cake, scented with the same delicate blend of 17 costly perfumes.

Cashmere Bouquet Soap is sold at all drug, department and 10¢ stores.

NOW ONLY 10¢ the former 25¢ size



BATHE WITH
Cashmere Bouquet



THE LOVELIER WAY TO AVOID OFFENDING

EYE MAKE-UP

*done in
good taste*

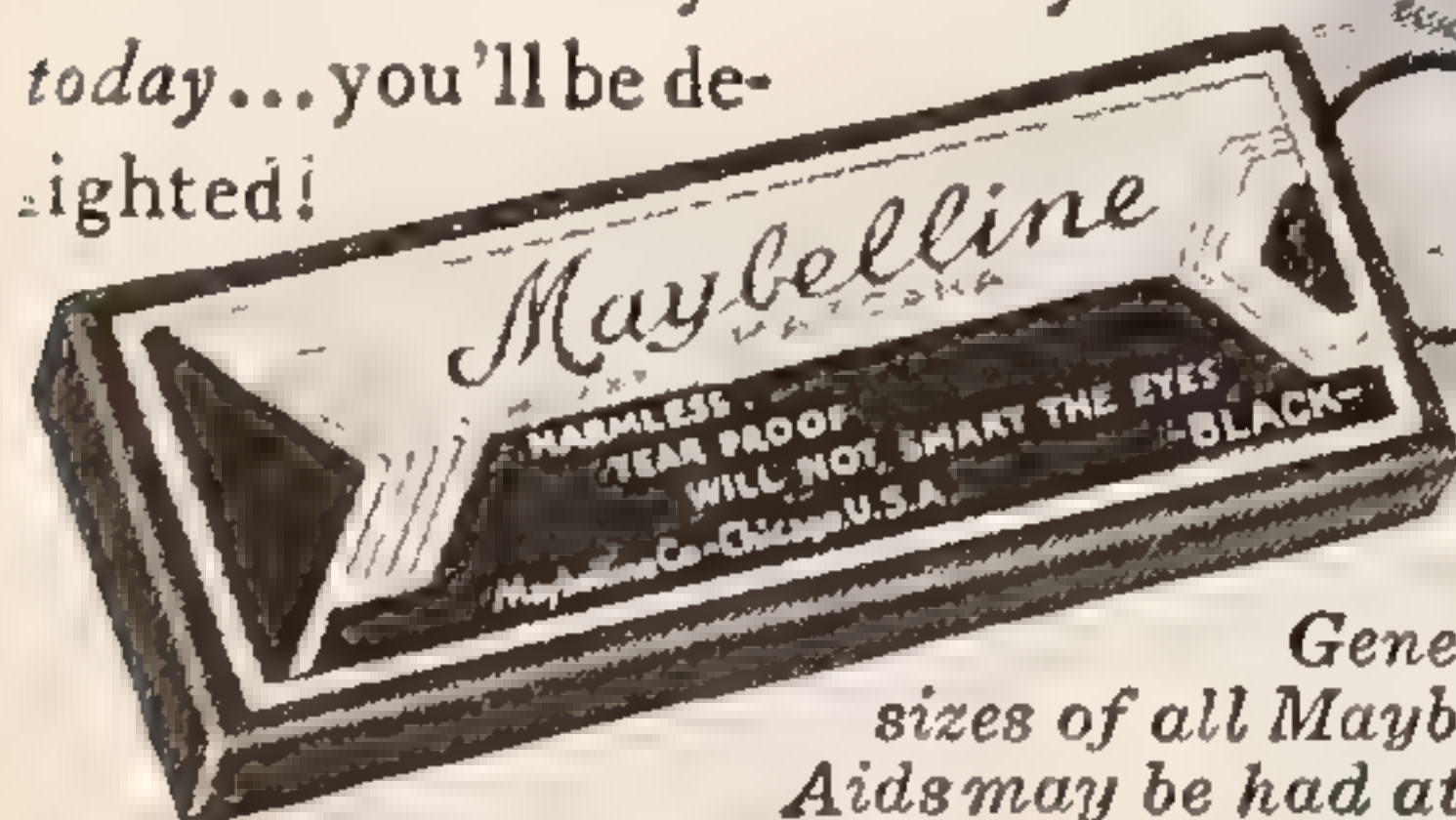


MAYBELLINE EYE BEAUTY AIDS

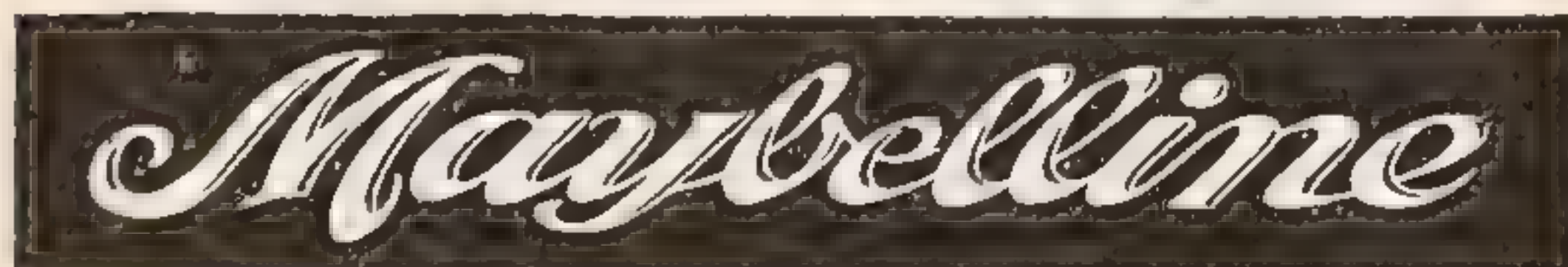
The Choice of Fastidious Women

Of course you want the finest eye cosmetics that money can buy. It is generally accepted that Maybelline mascara has advantages not found in others. This pure and harmless eyelash darkener is preferred by discriminating women the world over, not only because it is positively non-smarting and tear-proof, but because it gives the most natural appearance of long, dark, lustrous lashes, instantly... eye make-up done in good taste.

Maybelline Mascara's pure oil base does for your lashes what no ordinary mascara can do... it keeps them soft and silky! Always neat, compact, and easy to use, it comes in a beautiful red and gold metal vanity case, for just 75c, at all leading drug and department stores. Refills for this case are only 35c. Try it today... you'll be delighted!



Generous introductory sizes of all Maybelline Eye Beauty Aids may be had at leading 10c stores



MASCARA... EYE SHADOW
EYEBROW PENCIL... EYELASH TONIC CREAM
AND SPECIAL EYEBROW BRUSH

FAN MAIL



—Rhodes Photo

Even film stars sit on the floor and talk things over. Here are Anita Louise, Paula Stone and Jeanette MacDonald, snapped at a small party given by Helen Ferguson

OUCH! WHAT A beating I have taken this past month from fans who belong to fan clubs which were not listed in the group of clubs published in HOLLYWOOD recently.

Reason is that your presidents didn't notify me that such clubs existed. As fast as I'm told, I'll tell the world. Is that a bargain?

However, I enjoyed the beating—it proved that this department is widely read and made use of by those to whom it is dedicated—the fans.

Letters from fan friends were so interesting this month that I hardly know where to begin passing their contents on to you.

Remember sometime ago when Joan Crawford and Franchot Tone were married and spent their honeymoon in New York dodging the press? Well, there was one little girl up in Portland, Maine, who had no trouble seeing these famous newlyweds. Her name is Phyllis Carlyle and she is president of the Franchot Tone Fan Club.

● **FRANCHOT CALLED UP** from New York and invited her to be the guest of himself and Joan. Unlike most of us, Phyllis hesitated about accepting the invitation, but Mr. Tone would not take "no" for an answer. He continued to call her and send her telegrams until she said "yes." He then made arrangements for her to stay at the Waldorf-Astoria Hotel and she spent several days getting acquainted with her new star friends.

Lucile Carlson, president of the Alice White Club writes that she is a little disgusted with people who insist that anyone who would join a fan club must be a moron.

"Most of them are fun-loving girls who get a kick out of knowing what people in other towns are doing. One of our members is a designer in New York and makes

three trips to Paris a year, another is a teacher, many are private secretaries, actresses, dancers, some have business of their own, and some are just society girls who find society a bit dull.

● **MARION L. HESSE**, PRESIDENT of the Ginger Rogers Club says she is being flooded with letters intended for Ginger. Ginger's mail should be sent to the Radio Pictures Studio in Hollywood instead of to Marion.

Twenty letters this month from boys and girls asking me to put them in pictures. Most of them enclosed a photograph and seemed to think that was all that was necessary. Unfortunately I'm neither a magician nor a genius and I can't put anyone in pictures and you're only disappointing yourselves when you ask me to do it! I can and will give all the advice I can about getting into pictures—but remember, it is only advice.

Here are some more fan clubs to add to the list published last month:

NELSON EDDY CLUB, Chapters 2 and 3—Miss Bub Clough, 56 W. 105th St., New York, N. Y.

PAULA STONE CLUB—Eleanor Dabrieo, 457 East 138th St., Bronx, New York.

JANE WITHERS CLUB—James Styles, P. O. Box 62, Calvert, Texas.

BELLA LUGOSI CLUB—Julia Jozefa Skrupska, 318 S. Broadway, Baltimore, Maryland.

BUDDY ROGERS CLUB—Marilyn Bonnell, 3410 W. Lisbon Ave., Milwaukee, Wis.

PAUL KELLY CLUB—Ruth Fiffer, 146 N. Parkside Ave., Chicago, Ill.

BETTY FURNESS CLUB—Marionne Oppenheim, 166 Dahill Road, Brooklyn, N. Y.

Clubs discontinued: Donald Cook, Mae Clarke, Warren William, Onslow Stevens.

FRANCHOT TONE CLUB—headed by Phyllis Carlyle—has a new address: 67 Merrill St., Portland, Maine.



—Rhodes Photo

Four favorites at a party, but not too busy to smile for the fans! Bob Taylor, Irene Hervey, Carole Lombard and Cesar Romero pose in the Brown Derby's Bamboo Room

Here Come The Letters

What's In A Title?

Dear Editor:

Say, why don't you fellows out in Hollywood put some titles on your pictures that a man can connect with the story? I go to *Rendezvous* expecting to see a love tryst and it turns out to be a spy picture. Not that it wasn't good. I liked it after I regained my equilibrium.

I know that a title must arouse curiosity and sell an idea of probable entertainment, but why not match the title with the story? Take that *Crime and Punishment*. It was one of the better pictures, but that title scared everyone away. They thought it was another G-man scrap.

I'm just wondering if *Wife vs. Secretary*, starring Myrna Loy, Clark Gable and Jean Harlow, will have anything to do with a boss, his wife and his secretary? I'll see it one of these days just to find out!

Sincerely,

Miss Ara Morris
368 Power Street
Akron, Ohio.

Banks On Bank Night

Dear Editor:

An article in *The Reader's Digest* for December claims that "Bank Night" at motion picture theatres is a "patented scheme" to draw crowds on "off nights"; a "fraud," etc. This seems rather absurd and unfair in view of the great number of prize winning contests sponsored by great manufacturers, reputable magazines and newspapers all over the country as an advertising medium.

Locally speaking, "bank night," after having been here for nearly a year, is quite a success and there has been no question of the fact that it is run on a fair and square basis. And this from a customer, or patron, who has not yet drawn the lucky number! "Hope springs eternal . . .!"

Grady Still
221 South Coit Street
Florence, S. C.

Reader Grady Still and others will be interested in perusing HOLLYWOOD Magazine's article on Bank Night, appearing in this issue. No critic of the plan, HOLLYWOOD's editor attempts to present a quick panorama of recent developments.—The Editor.

Gable Kicked Under The Table

Dear Editor:

Having just seen *Wife vs. Secretary*, I want to write you my opinion of the film. The title did not lure me to the theater because it sounded like old stuff, but I could not resist the Loy-Harlow-Gable combination.

Loy and Harlow were swell. I was tickled to death to see Jean in a more restrained rôle—some—
[Continued on page 45]



All that glitters
is not PABST

THE real test of beer goodness is flavor. Convinced by this test—millions of Americans—from Detroit to New Orleans—from Los Angeles to New York—have made Pabst TAPaCan their choice for beer.

Purity, wholesomeness, refreshment and smooth, satisfying flavor is brewed right into Pabst Export Beer. Backed by 92 years of experience, combined with scientific laboratory control, you now get Pabst Beer—just as Pabst made it. Sealed in, fully protected, tamperproof, non-refillable, you get Pabst with all its delicate goodness captured at the brewery and maintained for your enjoyment.

Join the millions who have discovered this real brewery goodness. But—remember, *all that glitters is not Pabst*—call for your beer by name—Pabst TAPaCan.

Old Tankard Ale



Enjoy Genuine Old Tankard Ale—full bodied, full flavored, full strength. Brewed and mellowed by Pabst.

INSIST ON ORIGINAL PABST TAPaCan

- Brewery Goodness Sealed In
- Flavor Fully Protected
- Non-Refillable
- Flat Top—It Stacks
- Saves Half the Space
- No Deposits to Pay
- No Bottles to Return
- No Breakage

PABST *Export* BEER
TAPaCan

BREWERY GOODNESS SEALED RIGHT IN

© 1936, Premier-Pabst Corp.

This story will interest many Men and Women



NOT long ago I was like some friends I have...low in spirits...run-down...out of sorts...tired easily and looked terrible. I knew I had no serious organic trouble so I reasoned sensibly...as my experience has since proven...that work, worry, colds and whatnot had just worn me down.

I had been listening to the S.S.S. Radio Program and began to wonder if my trouble was not lowered strength in my blood... I started a course of S.S.S. Tonic Treatment...at the end of ten days I noticed a change...I followed directions faithfully...a tablespoonful before each meal.

The color began to come back to my skin...I felt better...I did not tire easily and soon I felt that those red-blood-cells were back to so-called fighting strength.

The confidence mother has always had in S.S.S....which is still her stand-by when she feels run-down...convinced me I ought to try this Treatment...it is great to feel strong again and like my old self.

Much more could be said...a trial will thoroughly convince you that this way, in the absence of any organic trouble, will start you on the road to feeling like yourself again. You should soon enjoy again the satisfaction of appetizing food...sound sleep...steady nerves...a good complexion...and renewed strength.

There is no guess work in the S.S.S. Tonic Treatment...decades of popular acceptance and enthusiastic words of praise by users themselves speak even louder than the scientific appraisal of the progressively improved S.S.S. product which has caused millions to say to their friends—



**Makes you
feel like
yourself
again**

© S.S.S. Co.



The Projection Room

by JACK SMALLEY



Next to the Dionne quints, Jean Hersholt and Dorothy Peterson are stars of *The Country Doctor*. Naturally the five babies grab off a good share of the limelight



When Florenz Ziegfeld met Billie Burke! William Powell and Myrna Loy enact the two characterizations in M-G-M's magnificent production of *The Great Ziegfeld*

THE GREAT ZIEGFELD (M-G-M)

● First picture to be roadshowed in many a moon, *The Great Ziegfeld*, is a movie of such mammoth proportions that no other alternative offered itself. First viewed in the projection room, it ran from 8 p. m. to midnight. Ready for release, it runs about three hours, every minute filled with gorgeous spectacles, brilliant performances.

As predicted in *HOLLYWOOD Magazine*, little Luise Rainer (pronounced Ryner) is an outstanding hit, a feat remarkable considering the competition of Myrna Loy and William Powell. Her scene at the telephone when, as Anna Held, she makes her last farewell to Powell, is finest bit of work the screen has offered to date. Building up to it is the love affair between Powell and Miss Rainer, which is brought to an end when she discovers him in a flirtation with a chorine—beautiful, talented Virginia Bruce. Refusing to condone infidelity, Anna Held breaks with the great Ziegfeld.

His courtship and marriage with Billie Burke is faithfully done. Talking with Miss Burke some months ago, when Universal was starting the film (only to sell out to M-G-M) she described the incident which led to their romance. Flo Ziegfeld had come to a ball at the 60 Club. Bored, he was about to leave, when he saw Billie Burke. The orchestra began a circle dance, and Ziegfeld whispered to the conductor, Paul Jones. Each time the circle brought Billie opposite him, the music changed to "swing your partners," and thus the canny showman maneuvered each time to bring Billie into his arms.

Billie thought it strange indeed that each time the whistle blew she found herself whirled away by Ziegfeld, whom she did not know. Didn't learn his identity until the dance was over. In his courtship he never once wrote, sent telegrams

of prodigious length. He never shortened telegrams by omitting words, as is customary.

Miss Burke today is as much in love with Flo as if he were still at her side. In her home stands a row of toy elephants—good luck pieces which Ziegfeld collected. Most of them are sans trunks, broken off in Flo's pockets. Each elephant must face toward the east. The geographical position of Billie's home makes this awkward—each elephant presents a ponderous rear as it stands on the mantle. In collaborating with William Anthony McGuire on the script, Billie did not let sentiment prevent picturing Ziegfeld with both faults as well as virtues. To play herself in the film, Billie wanted Miriam Hopkins, but now is well satisfied with Miss Loy. William Powell was her choice from outset for Ziegfeld; she sees a strong resemblance between the two men. Both have that charm that can make a woman's heart flutter. Powell has made the great Ziegfeld live again not only for Billie Burke, but for a million admiring fans.

THE COUNTRY DOCTOR (20th Century-Fox)

● The five most popular stars of 1936 have been decided without any further vote from Academies and such—they are the Dionne quintuplets, starring in *The Country Doctor*. Hollywood was amazed when Darryl Zanuck announced this picture. Few even considered a deal could be made with the King of England's famed wards. Zanuck made it all seem simple by walking in, slapping down some fifty grand in cold cash. Such deeds as this have made Zanuck the miracle man of the picture business.

But don't think the quints have the picture all to themselves. There's a splendid story, and there's Jean Hersholt. Believe it or not, even when the quints are romping about before the camera, you still

HOLLYWOOD


want to watch this remarkable actor. The five babies are incredibly attractive. The oh's and ah's that filled the projection room during their scenes, was eloquent testimony of this fact.

The story is the simple tale of a country doctor, a character that is worthy of being immortalized in a picture such as this, for his services to humanity. Dorothy Peterson, as the doctor's faithful assistant, could not have been improved upon for this rôle—she is in nearly every scene, and in each is magnificent. The doctor's one ambition is to build a hospital for his backwoods people. The quints make this dream come true. Their birth is played for all it is worth. Imagine for yourself how the arrival of five babies, one after another, might affect the father, and you can appreciate the opportunities afforded John Qualen in this scene alone. If news-reels are reliable, then Qualen is the "spittin' image" of this famous papa. All in all, *The Country Doctor* is a showman's triumph, and a triumph for every member of the cast.

An odd angle presented itself when *The Country Doctor* was filmed. For the first time in the history of Hollywood, a producer with five box office stars had not one picture to pass out to the press! Rights to all photos of the quints are owned by NEA syndicate. They were for sale—at \$50 a print!

Brief Guide

PUT THESE ON YOUR "MUST" LIST:

 Rose Marie—(M-G-M)—Jeanette MacDonald and Nelson Eddy amid beautiful scenery and beautiful songs. One of the very best.

King of Burlesque—(20th Century)—A musical show that clicks. Warner Baxter, Jack Oakie, Alice Faye, Mona Barrie and others. Magnificent Obsession—(Universal)—Irene Dunne and Robert Taylor in the screen version of the best seller.

Captain Blood—(Warners) In which you meet a dashing hero by the name of Errol Flynn and get better acquainted with lovely Olivia de Havilland.

Mutiny on the Bounty—(M-G-M)—Gable, Laughton and Tone in a magnificent saga of the sea.

Shanghai—(20th Century)—Rollicking musical with Dick Powell as the ultra-star.

Night at the Opera—(M-G-M)—Three Marx brothers raise the roof at the opera. Screamingly funny.

Story of Louis Pasteur—(Warners)—Paul Muni, Donald Woods, Anita Louise in an absorbing science story.

Crime and Punishment—(Columbia)—Magnificent acting by Edward Arnold, Peter Lorre, Marian Marsh. Morbid, but terrifically dramatic.

I Dream Too Much—(RKO)—Lily Pons brings her voice and personality to the screen. You will not be disappointed.


Top Hat—(RKO)—Fred Astaire and Ginger Rogers in a top notch musical show. Very entertaining.

Midsummer Night's Dream—(Warners)—All star cast makes Shakespeare easy to take. Glorious settings.

Diamond Jim—(Universal)—Edward Arnold clicks magnificently in the life story of the famous Diamond Jim Brady.

Broadway Melody—(M-G-M)—One of the best all-around musicals yet to reach the screen. Cheers for Eleanor Powell.

WATCH FOR THESE BETTER FILMS:

 Petrified Forest—(Warners)—Leslie Howard and Bette Davis continue the high standards of the stage play. Swell desert stuff.

Anything Goes—(Paramount)—Bing Crosby, Ethel Merman and superior cast in a tuneful musical show.

[Continued on page 49]



"I have . . .
**REDUCED MY HIPS
9 INCHES with the
PERFOLASTIC GIRDLE"**
. . . writes Miss Jean Healy



"I read an 'ad' of the Perfollastic Company . . . and sent for FREE folder".

"They allowed me to wear their Perforated Girdle for 10 days on trial".

"The massage-like action did it . . . the fat seemed to have melted away".

"In a very short time I had reduced my hips 9 INCHES and my weight 20 pounds".

REDUCE
YOUR WAIST AND HIPS
3 INCHES IN 10 DAYS OR
...it won't cost you one penny!

WE WANT YOU to try the Perfollastic Girdle and Uplift Brassiere. Test them for yourself for 10 days absolutely FREE. Then if without diet, drugs or exercise, you have not reduced at least 3 inches around waist and hips, they will cost you nothing!

Reduce Quickly, Easily and Safely!

● The massage-like action of this famous Perfollastic Reducing Girdle and Brassiere takes the place of months of tiring exercises. You do nothing, take no drugs, eat all you wish, yet, with every move the marvelous massage-like action gently reduces surplus fat, stimulating the body once more into energetic health.

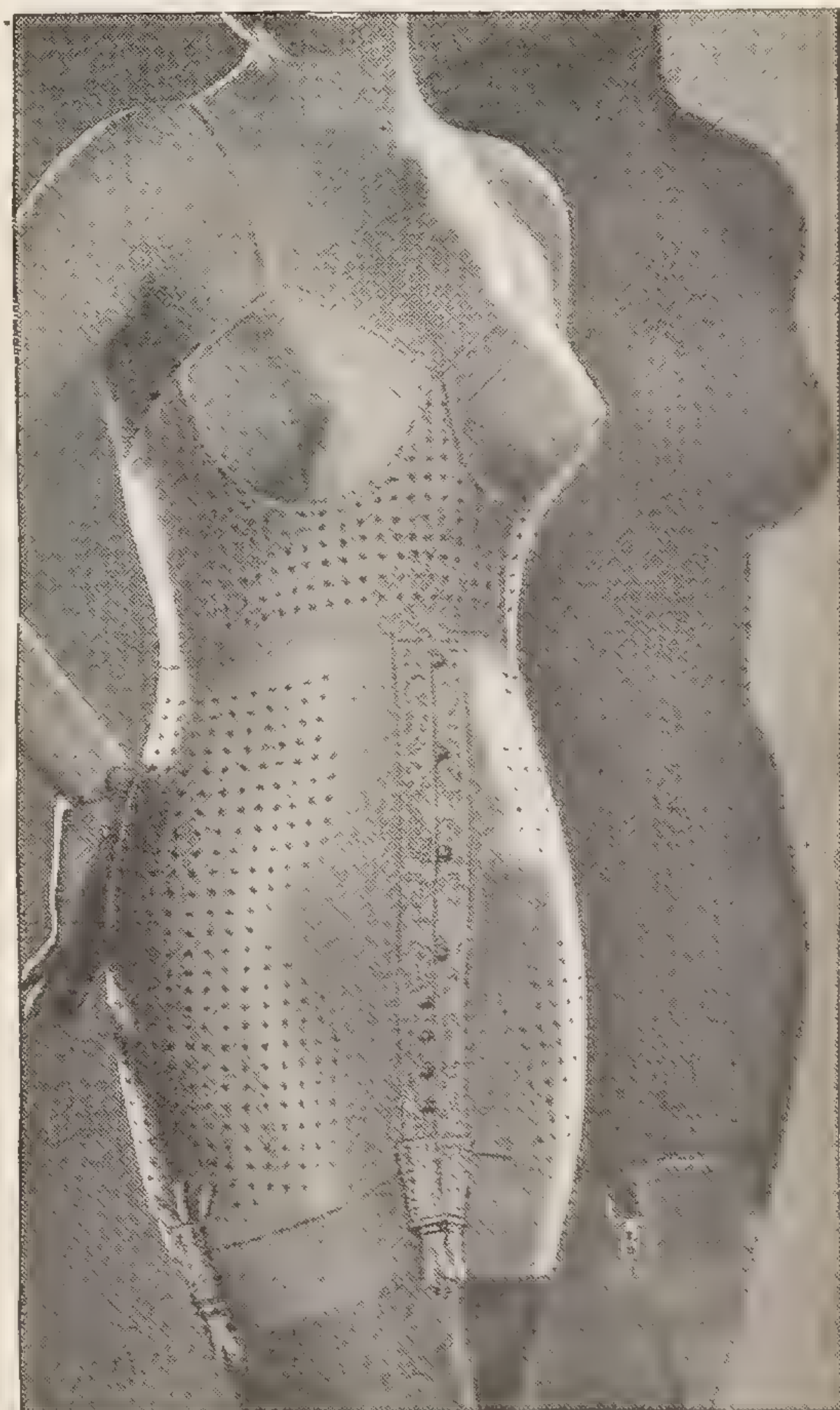
Ventilated . . . to Permit the Skin to Breathe!

● And it is so comfortable! The ventilating perforations allow the skin pores to breathe normally. The inner surface of the Perfollastic is a delightfully soft, satinized fabric, especially designed to wear next to the body. It does away with all irritation, chafing and discomfort, keeping your body cool and fresh at all times. There is no sticky, unpleasant feeling. A special adjustable back allows for perfect fit as inches disappear.

Don't Wait Any Longer . . . Act Today!

● You can prove to yourself quickly and definitely whether or not this very efficient girdle and brassiere will reduce you. You do not need to risk one penny . . . try them for 10 days . . . at our expense!

»TEST . . . the
PERFOLASTIC GIRDLE
FOR 10 DAYS
. . . at our expense!



SEND FOR TEN DAY FREE TRIAL OFFER!

PERFOLASTIC, Inc.

Dept. 75, 41 East 42nd St., New York, N. Y.

Please send me FREE BOOKLET describing and illustrating the new Perfollastic Girdle and Brassiere, also sample of perforated rubber and particulars of your 10-DAY FREE TRIAL OFFER.

Name

Address

City State

Use Coupon or Send Name and Address on Penny Post Card

Weak, Rundown Nervous, Skinny Folks!



Without Cost—Make This Amazing IODINE TEST!

Within 1 Week Sea Plant IODINE in Kelpamalt Must Give You Tireless Energy, Strong Nerves, Pounds of "Stay-There" Flesh or the Trial is FREE... It Costs You Nothing!

KELPAMALT, the new mineral concentrate from the sea, gets right down and corrects the real underlying cause of weakness, skinniness and nervous rundown conditions—IODINE STARVED GLANDS. When these glands don't work properly, all the food in the world can't help you. It just isn't turned into flesh. The result is, you stay weak and nervous, tired out and skinny.

The most important gland—the one which actually controls the body weight—needs a definite ration of iodine all the time—NATURAL ASSIMILABLE IODINE—not to be confused with chemical iodides which often prove toxic. Only when the system gets an adequate supply of iodine can you regulate metabolism—the body's process of converting digested foods into firm flesh, new strength and energy.

To get this vital mineral in convenient, concentrated and assimilable form, take Kelpamalt—now recognized as the world's richest source of this precious substance. It contains 1300 times more iodine than oysters once considered the best source. 6 tablets alone contain more NATURAL IODINE than 486 lbs. of spinach or 1387 lbs. of lettuce.

Make this test with Kelpamalt. First weigh yourself and see how long you can work or how far you can walk without tiring. Then take 3 Kelpamalt Tablets with each meal for 1 week and again weigh yourself and notice how much longer you can work without tiring, how much farther you can walk. Notice how much better you feel, sleep and eat. Watch flattering extra lbs. appear in place of scrawny hollows. And if you don't gain 5 lbs. this very first week the trial is free. 100 jumbo size Kelpamalt tablets—four to five times the size of ordinary tablets—cost but a few cents a day to use. Get Seedol Kelpamalt today. Kelpamalt costs but little at all good drug stores. If your dealer has not yet received his supply, send \$1.00 for special introductory size bottle of 65 tablets to the address below.

SPECIAL FREE OFFER

Write today for fascinating instructive 50-page book on How to Add Weight Quickly. Mineral contents of Food and their effects on the human body. New facts about NATURAL IODINE. Standard weight and measurement charts. Daily menus for weight building. Absolutely free. No obligation. Kelpamalt Co., Dept. 774, 27-33 West 20th St., New York City.

SEEDOL
Kelpamalt Tablets

Manufacturer's Note:—Inferior products, sold as kelp and malt preparations—in imitation of the genuine Seedol Kelpamalt are being offered as substitutes. The Kelpamalt Company will reward for information covering any case where an imitation product has been represented as the original Seedol Kelpamalt. Don't be fooled. Demand genuine Seedol Kelpamalt Tablets. They are easily assimilated, do not upset stomach nor injure teeth. Results guaranteed or money back.

Behind the Scenes

Cashing in on BANK NIGHT



—Rhodes Photo

Here's a typical Bank Night crowd, jamming the streets for a quarter of a block around... the drawing over, people quickly vanish in the night. Only one can win

REASON FOR MANY a vacant police station in cities throughout the country recently might be explained thus: all available officers were on duty handling Bank Night crowds.

Grabbed at during the depression by desperate theatre owners, frowned at by NRA agreements while the Blue Eagle was still flying, and basis for many a suit on its legality, Bank Night has emerged into a national institution luring countless thousands hoping to win a cash prize.

Bank Night's procedure varies little anywhere. Whether attending the theatre or not—a legal precaution—a person may sign his name in the theatre's book, opposite a given number. On Bank Night tickets bearing corresponding numbers are placed in a drum on the stage. A loud speaker system carries every word to people both inside and outside the theatre.

The master of ceremonies draws and announces a number. If the person whose name corresponds to that number is in the theatre's master book, he is eligible to claim the grand prize provided he appears within a given number of minutes. Here enters the best feature for the theatre owner. Provided no one responds to the first number, the ante is boosted (often doubled) and further drawing delayed until the next Bank Night. The procedure continues from drawing to drawing until a winner appears and claims his reward.

BANK NIGHT HAS PROVED both a boon and curse to some exhibitors. In one neighborhood two rival theatres ran similar versions of Bank Night. One owner was lucky, had the prize unclaimed for three successive drawings. Consequently his offer of a \$500 Bank Night drew a big following. His rival, not so

lucky, had the prize claimed each night, was able to offer no more than \$150 each time and therefore couldn't compete.

In Los Angeles a jobless, aged man heard his number called, stumbled to the stage and claimed the prize. Five minutes later he was dead of heart failure.

Chief value of Bank Night to the exhibitor is this fact: on off nights such as Monday when few people desire to leave home, he can draw throngs into the otherwise empty house. On occasions when he has a poor picture to offer, he can draw the crowds at top rates through the Bank Night lure.

THEATRE OWNERS WHO once feared the legality of Bank Night are beginning to smile. In Augusta, Maine, the State Supreme Court refused to review a Superior Court decision that Bank Night was not a violation of state lottery laws. In Des Moines the Iowa State Supreme Court ruled that it was not illegal, thus starting a rush of hundred theatre owners for rights to Bank Night.

Cases which did not please exhibitors or other interested groups so highly: (1) In Minneapolis I. J. Carr sued a theatre for \$2,000 damages because it failed to pay him a \$150 prize after announcing he was the winner; (2) in Los Angeles a municipal court ordered a theatre to pay a \$400 prize a Bank Night winner who had failed to claim the award within the specified three minutes; (3) in Arizona an insurance plan against loss of winnings was attacked.

The Arizona plan was most unique. Guaranteeing to pay Bank Night patrons money on winning ticket whether the person was present or not to collect, the enterprising company sold 3,800 policies at 15 cents each [Continued on page 50]

HOLLYWOOD

CARL LAEMMLE PRESENTS

EDNA FERBER'S

"SHOW

BOAT

(Version
of

1936)

starring

IRENE DUNNE
ALLAN JONES

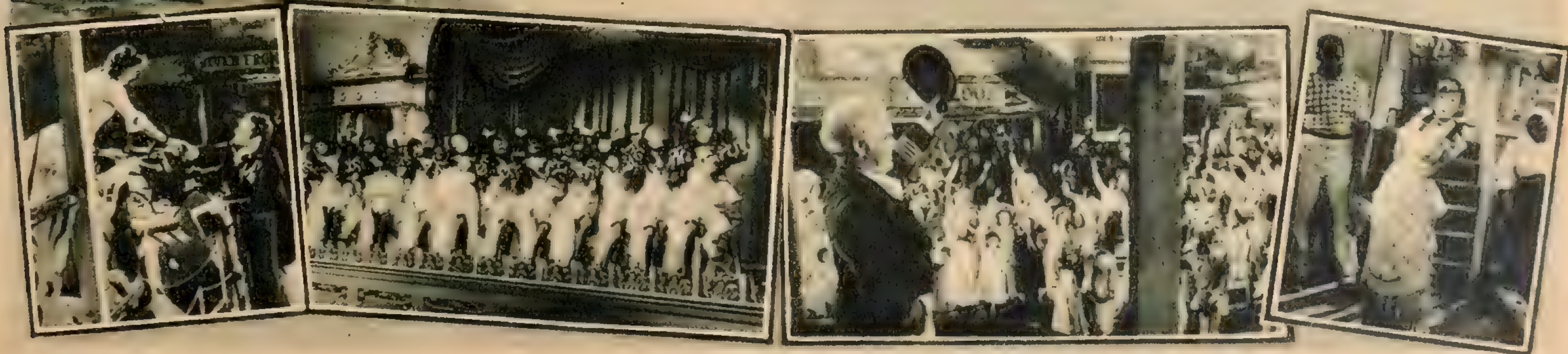
with
Charles Winninger • Paul Robeson
Helen Morgan • Helen Westley

BEYOND QUESTION THE GREATEST SHOW-EVENT
OF THE YEAR FOR ALL AGES

THIS 1936 version of Edna Ferber's superb story of the "SHOW BOAT," compared with which every production of its type pales into insignificance, is characterized by GLAMOUR—FASCINATING ROMANCE—BEAUTIFUL, LONG-TO-BE-REMEMBERED NEW MUSIC, new lyrics plus your old favorites, by the masters of melody, Jerome Kern and Oscar Hammerstein II, SCENIC MARVELS and ARTISTS OF RENOWN. We can't enumerate its multitude of attractions. It will be a striking event in all theatres.

A CARL LAEMMLE, JR. production — directed by JAMES WHALE.

IT'S A UNIVERSAL, OF COURSE!



Hollywood Portraits



GLORIA STUART'S TOOTS and SNUGGLES

THERE SEEMS NO DOUBT that after eighteen months of marriage, Writer Arthur Sheekman and his wife, Gloria Stuart, are still unashamedly in love.

We decided these two really ought to be cornered and made to talk about their romance. So we finally cornered them in a quiet corner of the crowded Cafe de Paris on the 20th Century-Fox lot. We took a nice, fresh piece of pie from Gloria and popped a few questions.

"My real romance?" Gloria smiles. "Well, when I met Arthur, I was playing *Princess Sylvia* in a Cantor picture."

"When I noticed her on the set," Mr. Sheekman reminisces fondly, "she was reading a Chinese newspaper."

We are startled. Miss Stuart looks patient. "Not reading it," she repudiates. "I was looking at it."

Her husband overlooks the interruption. "Immediately," he continues, "I developed an intense interest in Chinese journalism. . . ."

"About which he knows nothing," Miss Stuart informs us in an aside . . .

● "AND I ASKED A MUTAL friend to introduce us," continues Mr. Sheekman blandly. (Apparently he took no chances on Gloria's penchant for introductions). "I found that while Gloria, like me, was an ex-newspaper reporter, she knew nothing about Chinese journalism.

Neither did I. And so there we were, with a bond in common."

"That wasn't all we found in common, dear," Miss Stuart reminds her husband. "Tell about . . . horses."

"Well, you brought up the subject of horses," Mr. Sheekman states, "so I suggested a riding date."

"And I," Miss Stuart states, "I said I'd go. We went out to the academy. I mounted and started to walk my horse

Romance came to her over
a Chinese newspaper

down the path. Arthur mounted and started to walk his horse down the path beside me."

There is a sudden burst of hilarity from the Sheekmans, while we wonder why they don't hurry up and go into a canter. They are unable to speak for a few moments, but eventually, through bursts of laughter, the truth comes out. The story is that both of them were scared to death of horses, because both of them had suffered previous falls! Each had come on the riding date only to please the other

one! And each had gained courage, from the other's poor horsemanship, for confession.

"And so, with all that in common," Miss Stuart observes, "We decided it would be a mistake not to marry." But the look she gives her husband indicates an emotion based on something far rarer than a mutual love of newspapers and a mutual fear of horses. It is a look that make us understand how Gloria Stuart, as *Mrs. Mudd*, is able to simulate such perfect wifely adoration for Warner Baxter.


"When we knew we were going to have a baby," Gloria Stuart goes on, "We decided that if it were a girl, we'd name it *Sylvia* and nickname it *Princess*, after the rôle I was playing when we met. It was a girl, and we named it *Sylvia* all right . . . but we can't call it *Princess*. All we can call it is *Snuggles*, and *Toots*, and *Honeybunch*."

● MISS STUART LOOKS mournful at this lack of will power. Her husband consoles her by suggesting that when the baby is grown up and dressed very regally for a party, maybe then they can call her *Princess*. It doesn't seem to occur to either of them that it is very unHollywoodish to plan on a marriage's lasting for the duration of time that it takes a baby to grow up and go to parties.

[Continued on page 71]

UNITED IN DANGER LAUGHTER *and* LOVE!

Three great stars together . . . in a
glorious and courageous venture that
decided the fate of three nations!



"Wally" (Viva Villa!)
Beery's lovable villainy
was never so uproarious!

Wallace *Barbara*
BEERY · STANWYCK

John **BOLES**

in

A MESSAGE *to* GARCIA

with

ALAN HALE · HERBERT MUNDIN · MONA BARRIE

A DARRYL F. ZANUCK 20th CENTURY PRODUCTION

Presented by Joseph M. Schenck

**Suggested by Elbert Hubbard's Immortal Essay
and the Book by Lieut. Andrew S. Rowan**

Associate Producer, Raymond Griffith · Directed by George Marshall



HOLLYWOOD

Spotlights

A LOT OF PEOPLE can thank Bing Crosby, the sportsman, for being a square guy. He had some nags in the Santa Anita races, so we took the trouble to find out something about Bing's sporting tendencies. We found a couple of his horses won or showed in a very few races, but all in all, it was a bleak season.

Then we learned more about Bing. He didn't advise anyone to bet on the nags. But a few people who liked Bing's singing strung along, without much in the line of encouraging results.

And that brought up another matter of interest. A while back, Bing made a dollar bet with a fan over an important contest, and Bing won. Unfortunately the fan was jobless, his wife the same—and broke. They didn't even have enough to buy dinner.

Walking down the street, they found a dining spot which featured an amateur cash prize contest. With visions of washing dishes ahead, they went in, ate, and held their breath. Then Bing's fan got on the stage and did an imitation of—Bing Crosby. He won the ten dollar prize, and a few days later landed more work along the same line.

Bing found all this out when the fan sent him the dollar with this notation: "Please send me a receipt for this dollar. I want to frame it. And look out for your laurels, Bing—I feel like I'm on top of the world again."

● **THERE'S A STORY** going around about a certain Hollywood producer that is worth a blush or two. He had a girl friend



Marriage for Jean Harlow and William Powell? They're seen everywhere together, but acquaintances say these two will never be more than pals. They're Filmland's favorite pair

he promised to make a star. Probably it was her own lack of talent that made him forget his promise to his sweetheart.

Tiring of waiting around, she finally hired a photographer to snap an intimate picture or two. It was done entirely without the producer's knowledge.

One day the girl's attorney walked in, handed prints of the photographs to the producer.

"These pictures are for sale," hinted the attorney.

The producer stared at the pictures of himself and the girl. "Why, that's me!" he exclaimed to the attorney. "Put me down for a dozen!"

● **TEN-YEAR-OLD TWINS**, Bobby and Billy Mauch, hired from the New York stage, emote in [Continued on page 70]

DANCING THROUGH THE AGES

» » » » » »



Dancing through the ages! Eleanore Whitney, and Robert Cummings as a cave man



Play, fiddle, play! It's the gypsy era, and life has just started for these gay children



It's the minuet era, with lavender and old lace influence of colonial times

WARNER BAXTER'S Farewell to Youth!

LOOK AT ME!" challenged Warner Baxter. . . ."

We stood on a set of 20th Century-Fox's *Zero Hour*. The remorseless light of a many-thousand-candle-power lamp bit into Baxter's face. There was not a speck of grease-paint on it. . . .

The skin, softened though it was by a coating of mineral oil that simulated sweat, had lost its youth. There was tiredness in the eyes. Deep lines ripped from nostrils to lip-corners. Lines, lines, more lines—the lines of forty or more. . . .

Baxter's fingers touched the wrinkles here and there. He grinned at me.

"This isn't make-up," he said, simply. "For the first time on any set, this is NOT make-up on Warner Baxter. This is Warner Baxter himself. . . .!"

He must have read the thought in my mind. He echoed it—

"Yes, the old Warner Baxter is dead. The devil-may-care, debonair, handsome, lady-killing romantic is done. The Cisco Kid is dead with him. . . .

"I've said my good-byes to romance and youth. For years, I've quivered in terror of the time when I, like every other romantic male star in this profession, must face the inevitable gulf which lies between the colorful, swashbuckling, lady-killing roles of the game, and the roles that are called 'Character Stuff.'

● "I'VE SEEN others face that gulf, and go down. I've seen them flee the screen, rather than face that inevitability. I've seen them hide out on ranches or foreign lands, and finally come back to



Tired, bearded and morose, Warner Baxter fits perfectly into his characterization for *Zero Hour*. June Lang is the attractive young lady in this 20th Century-Fox production

be 'satisfied' with bit parts. I've lived in horror of the day when that guy should yawn before me.

"Today, at this moment, I face that gulf. And my terror, my fear, my cowardice are gone . . . !!!

"I am glad I am here. I am glad that the romantic is behind me and done with.

I find a feeling not of defeat, but of exultation and freedom—the freedom to go on and on, and into far better things than I have ever done before, with all my synthetic good-looks and my guitar-twang and my lady-killing.

"From this rôle on, I never hope to wear another [Continued on page 67]

» » » » » »

Eleanore Whitney and Robert Cummings



Hotcha has it! A big jump from the minuet, but this was mostly jump, anyway



The dance moderne, with rhythms slower and more graceful than the post-war times



Doing the moochie! Strangely, the aborigines ages ago had some steps like these!

CHAPLIN'S *Mysterious* PAULETTE GODDARD

CHARLIE CHAPLIN's leading lady . . . Hollywood's newest mystery woman . . . Not a biography of her in existence . . . And she dotes on ice cream . . .

That's all we had to go on when we started investigating the Strange Case of Paulette Goddard. Strange, because even in this city of fantastic happenings and miracles her sudden spurt to stardom is unique.

The truth is, Paulette's gone and done it in *Modern Times*. She has made good on her own independently of Charlie, and the public is clamoring for more and more Goddard. They'll probably have it as soon as the Chaplin party returns from the South Seas because star-maker Charlie—he's never had a protégée who didn't become famous from Jackie Coogan on—has spectacular plans for her.

But—there's less actually known about her than about anyone else on the screen.

● THE FIRST TIME we saw Paulette was on the *Kid From Spain* set nearly four years ago. We had gone to interview several of Goldwyn's Glorified Girls and we saw one of them, detached from the rest, thoughtfully eating an ice cream cone. She was dark. She had the kind of brown eyes that talk and an um-di-di figure men don't forget.

"Who," we asked an assistant director, "is the Girl with the Cone?"

He snorted. "Say, is this a gag? You're the third person who has asked me about her in fifteen minutes! But if you really want to know—she's Paulette Goddard. And she's a honey. Keeps to herself pretty much, though. Studying all the time and she writes poetry. Can you beat that? But she's dead serious about this going-into-the-movies business . . ."

The next time we saw her was last sum-



Before Chaplin's miracle . . . Paulette was a blonde, buxom, brimming with pep . . .



After the miracle . . . yes, the girl behind the microphone is the same Paulette Goddard

mer over at Catalina Island. She had just come off the Chaplin yacht, *Panacea*, with Charlie. A slim girl in slacks with a healthy tan to her skin and no make-up whatever. A swarm of children instantly bore down on them but Charlie was in no mood to stand in the hot sun and sign autographs. He was hedging away when Paulette laid a detaining hand of his arm.

"Look, that boy over there, doesn't he look like little Sid?" I heard her say. "And the freckled chap's trying to imitate your walk! . . . In less than a minute she had Charlie smiling and singing away for dear life. It ended up by his buying ice cream for everybody—including Paulette.

She is the only person in the world who understands his [Continued on page 66]

Reaching A Compromise « « « « « Maxine Doyle & Onslow Stevens



Onslow would like a nice sleek motor cruiser—but Maxine won't ride with him!



Ah, she likes this one—and who wouldn't! But Onslow keeps his feet on the ground



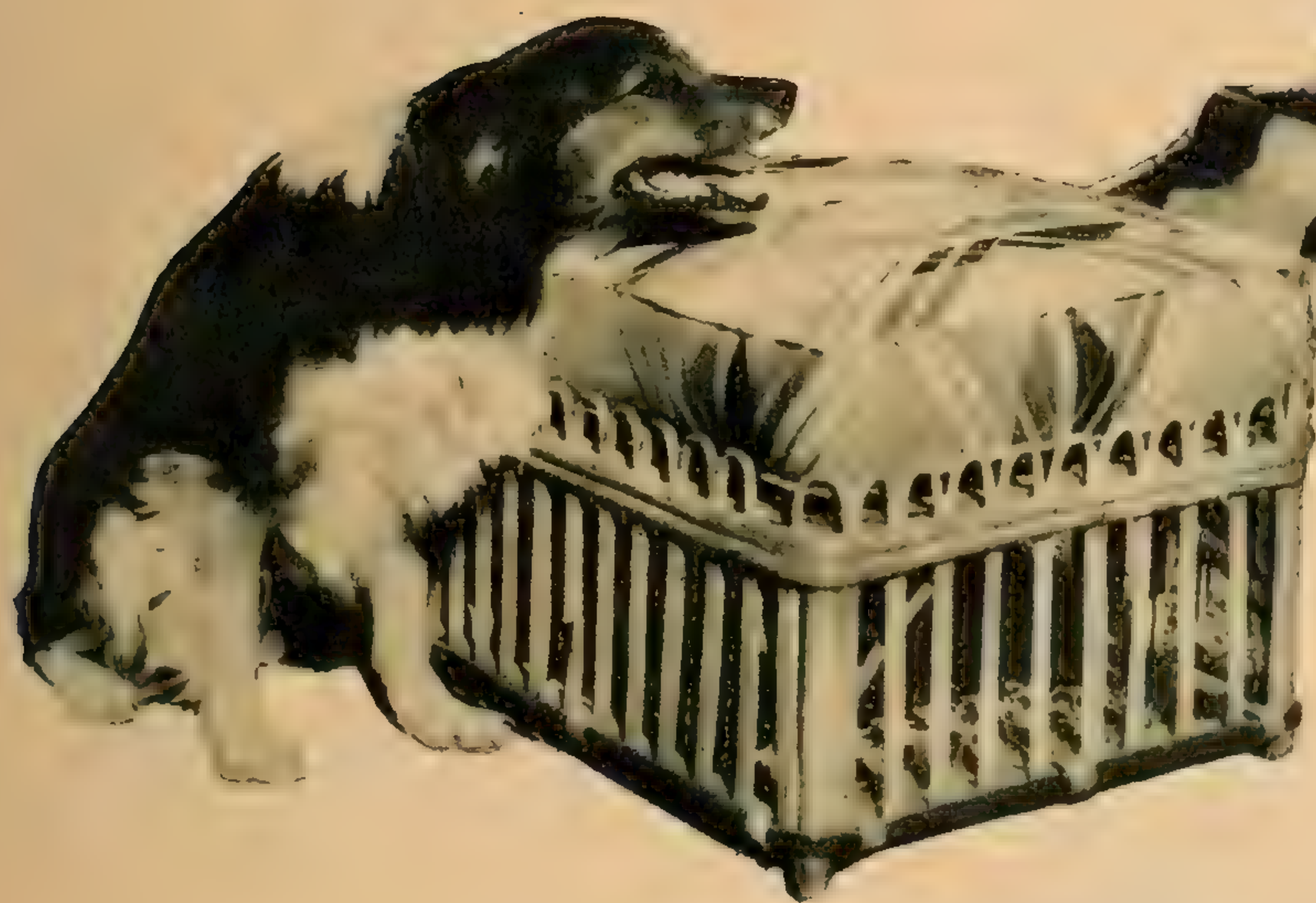
—Photostory by Charles Rhodes
We knew it would come to this! Maybe a nice chummy coupe is the thing after all!

I'M GINGER ROGERS'

Puppy Love

Woof my eyes wide open, I'm
telling on my mistress, Ginger!

by "ROVER" AYERS
(As told by Phyllis Fraser)



"Scram, Rover! And never darken our door again," Ginger said. But she didn't mean it. I'm her pal . . . she understands me

I'M THE ENVY of the dog world, because my master and mistress are Lew Ayres and Ginger Rogers. It hasn't gone to my head though, because I figure that if Ginger and Lew (that's what I call them myself, when I'm thinking about them) can be as natural as they are, in spite of their being so famous . . . that I should follow suit.

I have a pretty easy life I guess, just lying around, barking at passers and things, the only trouble is that I don't get to see Ging' and Lew enough, you know they're usually working. I have a very bad habit of licking, but I've about gotten over it.

It's a funny thing how I conquered that habit. Ginger came in about 7 o'clock one evening from work. I hadn't seen her all day, so I sort of jumped on her and started licking her arms . . . well there was some sort of tanish looking stuff on them, gee it had the awfulest taste, I couldn't figure out for quite awhile what it was, until I heard the folks say later that it was grease paint . . . well whatever it was, boy I don't want any more of it!

● WE'VE GOT a big swimming pool in our back yard . . . and when our friends come to see us—they include,

Andy and Dorothy Devine, Joel and Francis McCrea, Ben Alexander, Janet Gaynor, Margaret Lindsey, and oh lots more, they usually take a dip—and that's when, like no other time, I have a craving to take a nice cool swim, but they won't allow it. Sometimes I think it isn't just right—but Lew makes it up to me by letting me go in just before they drain the pool and refill it.

The Ayres like to go out to their ranch a lot, and because I like to ride in cars so much they let me go along, sometimes Mrs. Rogers (she's Ginger's mother) goes along too, I like her real well, because she slips me bits to eat all the time, she fries the chicken on an open grill, and it's lots of fun.

I run up in the mountain while they eat. Last time I got so many cockle burs though, they couldn't get them out so I had to have my hair clipped off—gee that was funny—I look sorta' like a lion now.

● I'M A PRETTY smart dog I guess. They say I am. They taught me how to heel, sit up, speak for food and everything. They made a moving picture of



me once with their sixteen millimeter camera. Lew says I photograph swell—they let me look at it . . . but I got awfully mad and barked a lot. 'Course that was before Ging' explained that it was me . . . and said something about "Look at those eyes, aren't they beautiful?" Do you suppose she could have meant my eyes? I've often wondered about that.

I have my own house that I sleep in—and the back yard is swell, that's mine to play in, you know . . . and is there swell places for burying bones?

When Ginger and Lew play badminton, I chase the "birds," but not for long . . . I guess maybe I'm getting old . . . it seems like they play for just hours . . . I like to listen to them laugh—they seem to have an awful lot of fun.

● THEY DON'T Go out much. My bed is situated so I can look right into their front room and I see them with our friends playing games with pencils and things. I bet that's interesting. I think I'll try it some- [Continued on page 47]

DICK POWELL *Reveals* the Temptations of an ACTOR



DICK POWELL looked even more of a temptation to the frailer sex the other day than his Box Office "high" proves him to be. If such be possible. He was wearing his glossy brown hair slightly curled and rather long, romantically long, for his part in *Hearts Divided* opposite Marion Davies.

We sat at luncheon in The Green Room on the Warner Brothers lot. Dick said "the word 'temptation' when used by a man usually means 'women'—doesn't it?"

"Usually," I said, hopefully.

"Oddly enough," said Dick, "I believe that women are more tempted by men than men are tempted by women. That is, more men offer temptations to women. Men are still, even in this modern age and day, the pursuers . . . And then, men can offer women careers, good times, luxuries, which, for the most part, women can't very well offer men. Men are liable to have more tangible assets with which to tempt.

The Command Story

You voted for this story and
here it is. Send in
your next request

● AND HERE'S ANOTHER strange truth I believe I've discovered . . . which is, that women are not as subtle as men about this eternal game of battledore and shuttlecock between the sexes. A man, if he is interested in a woman will scheme and contrive and connive and cover up his basic intentions with the most elaborate camouflage. He'll resort to all sorts of involved methods to achieve what he wants. He'll send her flowers. He'll pretend that he is interested in her career. He'll take her small brother to the Zoo, talk dry-as-dust politics to her dad, be attentive to her mother, pretend to be keen about books or music or anything that interests her—He'll act, in short, as if love were the last thing in the world he ever thinks about and he'll arrive at the point of romancing by the most circuitous routes.

"But a woman, bless her, will get straight to the point. She will waste very little time on the pretty preliminaries. She pretends nothing. She is franker, less secretive, more ruthless and more real. I believe that it was Shaw who said, in effect, that women always do the wooing, really.

"When I first came to Hollywood, to quote you one such temptation in my young life, I met a very fascinating older woman. With plenty of money. And plenty of looks. And enough charm to be fatal. And there it was, the trap, all set for me and ready to be sprung. It was all so obvious that the theatre-goers would have laughed at the situation if it had been done on stage or screen.

"But—I was feeling a bit discouraged. I've always been, still am, painfully self-conscious. I never got up, I never get up now on stage or screen, to do a Benefit or any other public occasion that I don't suffer agonies of self-consciousness. I've never thought of myself as a really good actor. I've been more aware of my liabilities than of my assets. And I was pretty much overcome with Hollywood, with the plethora of fine actors, handsome men, beautiful women . . . the glitter and the glamour and the spectacular spendthriftness of it all. I felt something like a rather dumb student trying to speak his little piece in a class full of Valedictorians.

● "AND WHEN I first arrived it was rather worse than it is now, of course. I needed someone to prop up my weak little ego. This woman was a persuasive prop. She had a persuasive tongue and a pair of dark persuading eyes. She was exotic and traveled and experienced. She was silken and seductive and *mondaine*. She was the type a farm boy from Arkansas could have had no experience with or of. I'd thought she only existed in books and plays and movies . . . a creation of fantastic imagination. That such a woman did exist, in flesh and blood, and was casting eyes of favour upon me was really enough to constitute a Temptation with a very capital, T.

"She was not, however, very subtle. Which saved me, no doubt. Perhaps she felt that she didn't need to be. At any rate, I lunched and dined with her two or three times. She talked music and Europe and singing to me. She knew everyone worth knowing in the musical world, at home and abroad. She was herself an accomplished musician. She made my unexotic, rather limited world ring with strange chords. And then she told me, quite abruptly and forthrightly, that I should go to Europe and study voice. She was 'interested in my career.' She had plenty of money and it amused her to train young talent. She would eventually come abroad herself and would see to it that I studied under the best teachers in Paris, Berlin, Vienna. And so on. By this means I would really amount to something while I was still young. I would save myself from becoming 'just another crooner.'

by
GLADYS
HALL

● DICK GAVE A slightly embarrassed laugh "It's rather difficult" he said "for a man to talk about his temptations, feminine ones. Anyway, and although I appreciated the generosity and all that, it wasn't much of a temptation. At least, the real temptation was in the names of the cities . . . Berlin, Paris, Vienna, magical names . . . and

in the names of the great teachers who could, undoubtedly, have given me something I didn't have. Those were the real siren voices. I'd been a farm boy, a small-town boy and those far-off places held sorcery for me. But also, and per-



—Rhodes Photo

Here's Dick Powell, the playboy, snapped at the Cocoanut Grove during an intermission, with Mary Carlisle

HOLLYWOOD

Features for May

haps because I was a small-town boy I'd learned to believe that black is black and white is white and that men who accept things from women become a little less than men. I—well, naturally I didn't go. And the lady is no longer numbered among my hostesses.

"There was the fairly recent case of the young blonde beauty who moved into the house two or three doors from mine. I first noticed her walking her dog back and forth in front of my place. Not obviously at all. After a few days we reached the point of saying good morning or good afternoon when we met. She looked well-bred and intelligent and extremely attractive. I began to think to myself 'Ah, there . . .' and to feel self-congratulatory because I was free, white and over twenty. I also began to figure that perhaps you should love your neighbor as yourself or something—and that there was no special reason why the young, blonde and undoubtedly beautiful person should be kept standing *outside* my gate as we passed the time of day.

"In fact I had just got to the point of figuring how best to invite her to lunch or dine with me when a friend of mine called me on the phone and—*warned me*.

"He first asked whether a young girl answering to my young neighbor's description had moved into the house near me. When I told him that she had indeed he advised me that this was the young lady who had recently 'shaken down' another actor for a considerable sum of money. He warned me that all she needed was to step foot over my threshold and the 'fun' would begin. She would, I was told, employ any means which presented themselves. Even marriage would not be amiss. I was to beware. I did—I beware beautifully and completely. I was deaf, dumb and blind when next we met. I did a vanishing act. And in an unflatteringly short while the house was vacant again.

☉ "I MISSED THAT TEMPTATION by the skin of my teeth. And no more. I was all set to succumb. And *very* unflattering it was, too, to realize that all those beguiling smiles and warm, friendly words and pleasant interchanges over the garden wall had been, not for my manly charms, but for my presumed bank account!

"I've also discovered this," said young Mr. Powell, gray eyes level and very serious as they are when talking about serious matters, "I've discovered that it is not among our fellow stars that we actor chaps find temptation. The stars we work with are far too busy with their own work, their own careers, their own problems to engage in any trivial temptings. The temptations of the actors come from the ranks of the extras, bit players but mostly from girls and women on the 'outside' . . . girls and women some of them pathological, some of them hysterical, some of them merely and coldly ambitious who figure that they may advantage themselves in one way or another if they can attract an actor. . . .

"It is a great temptation not to become suspicious of everyone, all the time. It's a bad condition because it makes me, it makes us all wary and suspicious, fearful of proffered friendships, cool and cautious with charmers who might well be as charming to know as they are delectable to look on. I know darned well that I lose many friendships, forego many pleasant hours because I am afraid. . . . We have to keep our [Continued on page 63]



It's springtime in California, and playtime for lovely Joan Blondell. Her romance with Dick Powell is one all Hollywood looks on with approval

Juliet I HAVE KNOWN

by

Basil Rathbone



Norma Shearer . . . he had dreamed of such a Juliet

IT IS AUGUST 1913 in Stratford-on-Avon. I stand at the stage door of the old Memorial Theatre. Looking down into the river I see myself dressed in a black costume of the 15th Century and holding in my arms a large bouquet of big white calla lilies. In a few minutes I shall lay my flowers at Juliet's tomb, cross swords with Romeo and, in the role of Paris, pass into the records of my beloved profession, humbly taking my place in the history of the Stratford Festivals.

From upstream the river comes to me like a song I must have heard in some other life of a deep longing. Slowly and sweetly it is passing under the bridge bearing on its cool breast two proud white swans. They glide by me, and on down stream past Stratford Church, the burial place of William Shakespeare whom, God rest, has given me this most exquisite moment of realization.

My "call" comes and I go into the theatre and up onto the stage. On a bier, lighted by four tall candles lies Juliet, my first Juliet whom I love with all my heart and to whom I hardly ever speak, except in my part, for fear she shall break my dream. She never did. Even now I never think of her as Dorothy Green but as my first Juliet.



BASIL RATHBONE

● ONE YEAR LATER! Malvern Wostershire. I am dressed in red and gold. I am standing in Juliet's garden looking up at her as she steps out onto her balcony to commune with me and with the night which is so completely ours, and ours alone, despite the presence of a large audience. Where are you today, my second Juliet? You had a soft and gentle loveliness that I like to remember.

There is a town somewhere in the northern part of England. I can see it clearly in my mind's eye but, for the life of me, I cannot recall its name. However, "what's in a name: a rose by any other name would smell as sweet." So let it be. It is time to go to the theatre. A deep glow from the setting sun gives this smoky city an illusive loveliness that I am sure reality denies it!

I wanted to play Romeo so very

[Continued on page 61]

Romeo and Juliet are old friends of Basil Rathbone . . . he having played Romeo more than 500 times on the stage . . . wide-shouldered and narrow-hipped, Rathbone looks trim in tights . . . in the screen version he plays the rôle of Tibalt, cousin of Juliet, a fiery hot-headed young duelist who is ultimately killed by Romeo (Leslie Howard) . . . to become thoroughly proficient, he duelled daily for 80 days before production began, and is as handy with the rapier as he is with the pen . . . this story was written by Rathbone expressly for HOLLYWOOD

ADELE ASTAIRE Tells on FRED!

Exclusive story! Lady Cavendish, sister and one-time dancing partner of Fred, speaks right up in this intimate story about the star

by DOROTHY SPENSLEY

FILM SUCCESS hasn't changed Fred Astaire. That's straight dope from Adele Astaire, his sister and former stage dancing partner, now Lady Charles Cavendish, wife of the second son of the 9th Duke of Devonshire, chatelaine of rambling, historic Lismore Castle at Lismore County, Waterford, in the Irish Free State.

"Fred worries just as much now as he ever did," Adele told me. "He has those funny little vertical worry lines between his brows, and I tell him that he looks like one of my dachshunds. They have the same lines between their eyes," continues Adele—pardon! Lady Charles. She's in California for the first time in fifteen years, on a month's visit to the scene of her famous brother's latest triumphs.

"Fred is still a vaudeville hoofer," says Adele. "At least he *thinks* he is and that's what makes him great. He thinks he is still doing eight a day in some tank town and he works like the furies to better himself. That's what makes him so good. There is no let-down in his efforts. He is always working so hard creating new dance routines and polishing up his own steps, that he doesn't realize that he is at the top of the heap of modern dancers. Once he did realize it, he might slacken his pace and lose out, but I doubt that. Fred has always been the hardest working person that I know.

● I NEVER TOOK ANY CREDIT for the dance routines that he and I did together. I never added *one thing* to our



Welcome to Hollywood! says Fred Astaire by way of starting off a family reunion. At the left is his mother, and at his right his sister and brother-in-law, Lord and Lady Charles Cavendish (Adele Astaire). Read what Adele says about irrepressible Fred

act. Fred did all the creating, all the devising, all the worrying. I was the buffoon of the act, that's all. And lazy, too! Why, my husband says I married because I was so lazy . . . but don't believe that! All my life I had danced. Professionally I danced from the time that I was ten years old, and Fred eight. I got so tired of it, and longed so to get away from it, longed to be happy and have lots of dogs and leisure, that when I married I was sure I was in love, there was no argument about career vs. matrimony.

"I'm not sure that I didn't propose to Charlie. Each one claims that he proposed, but I am quite sure that I did. When I first met Charlie on one of my

trips to England—Fred and I had been going back and forth across the Atlantic with our shows for about twelve years so England became almost a second home to us—when I first met my future husband I was not particularly interested in him. I simply didn't notice that he existed. That was about seven years ago.

"Then he came to New York for the J. P. Morgan company, and we met again. One night at a party I proposed. Anyway, he 'phoned me the next morning to verify the news, and I had forgotten all about it! But because there had been some proposing, we thought it a good idea, and we were married four years ago. We haven't regretted it for [Continued on page 58]



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You get back 2½ times your money's worth if Luxor moisture-proof powder is not shine-proof on your skin.



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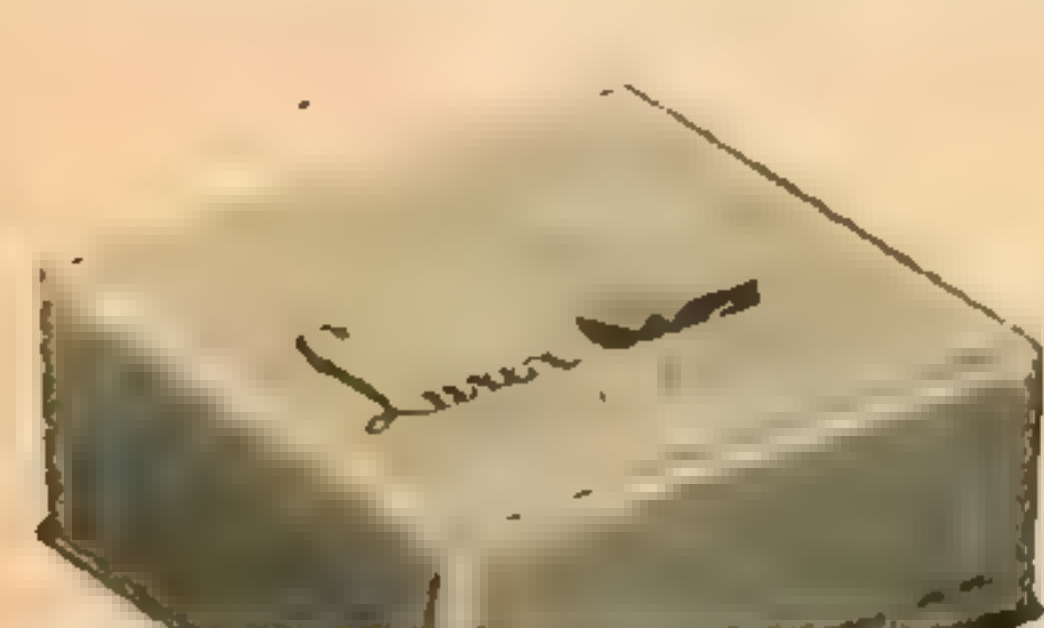
Now only a trial will convince you of this. We know, because among 5,000 women recently, more than half using a sample of Luxor liked it better than their present powder.

2½ times your money's worth back!

Get the regular 55c package of Luxor at any cosmetic counter. Choose any one of the flattering shades best suited to your type. Wrapped with the Luxor package is our gift to you, a 2-dram bottle of La Richesse Perfume selling regularly for \$3 an ounce in the stores.

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Thus with the 75c gift of perfume, plus our check for 55c you get 2½ times what you paid for Luxor if you are not satisfied. Act now!



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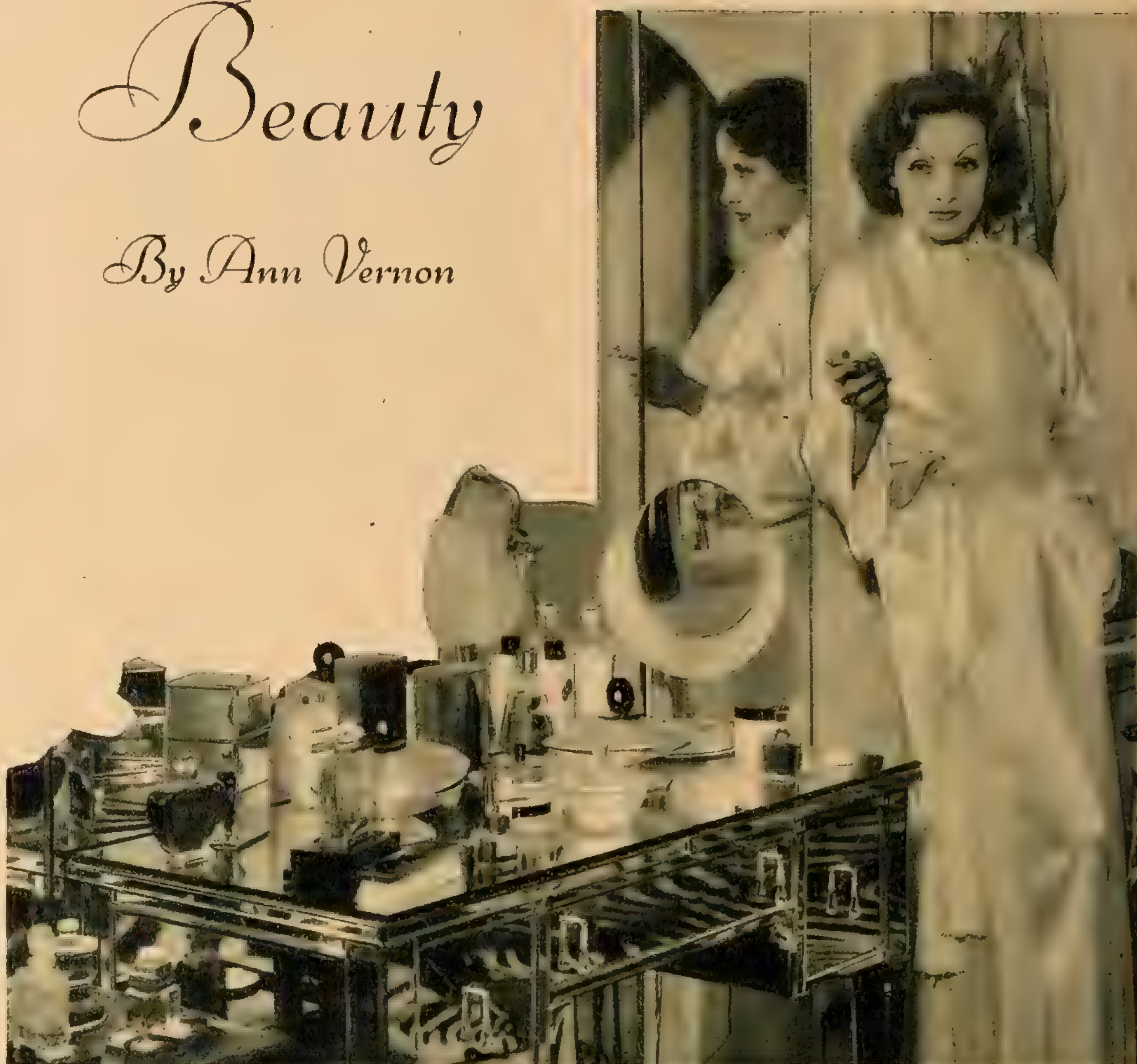
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City

Hollywood Charm School

Perfume Enhances Beauty

By Ann Vernon



Even glamorous Marlene Dietrich doesn't overlook the value of perfume. There are 17 different scents on her dressing table

A COSMETIC IS LIKE a woman. Its appeal is doubled if it is delicately perfumed. Don't you much prefer to use a cream or a face powder when it is faintly but unmistakably scented? Most of us do. And most of us (including men) much prefer to be near a girl who has a delicate aura of lovely perfume about her!

After all, this modern world is full of

hard, practical facts and the ugly smell of gasoline, so why shouldn't it be a relief for both men and women to get away from it all—and to seek refuge in something as beautifully intangible and pleasant to the senses as good perfume?

Hollywood stars realize the importance of perfume so keenly that most of them, like lovely Dietrich, have what amounts to perfumeries in their homes and in their studio dressing rooms—rows and rows of glistening crystal bottles of graceful shapes, that contain floral, bouquet and heavy scents. Even when acting on the sets they use perfume, to suit the mood or the costume, just to get themselves into the spirit of the scene. And they understand, too, the tremendous psychological value of using perfumed bath preparations as well.

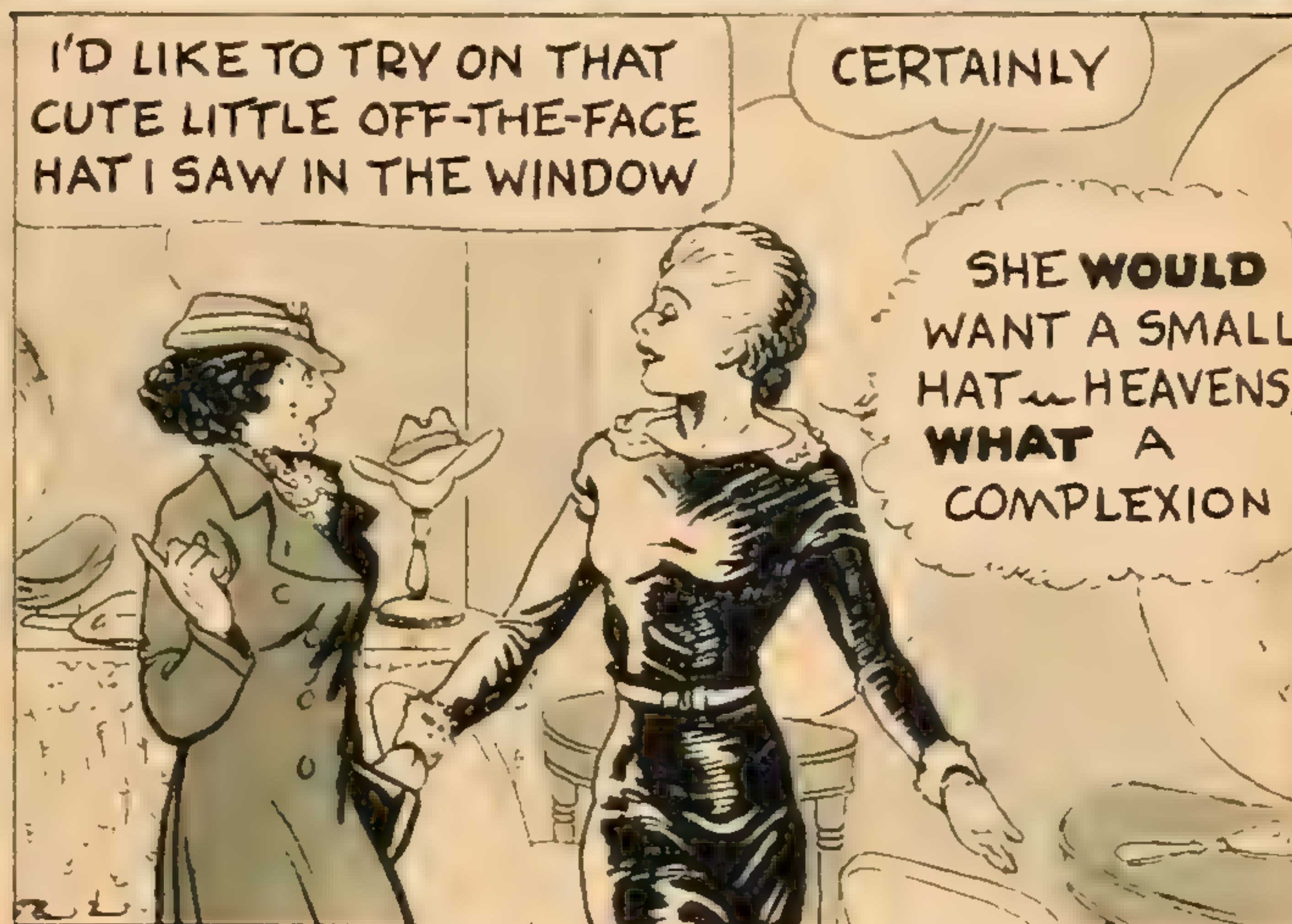
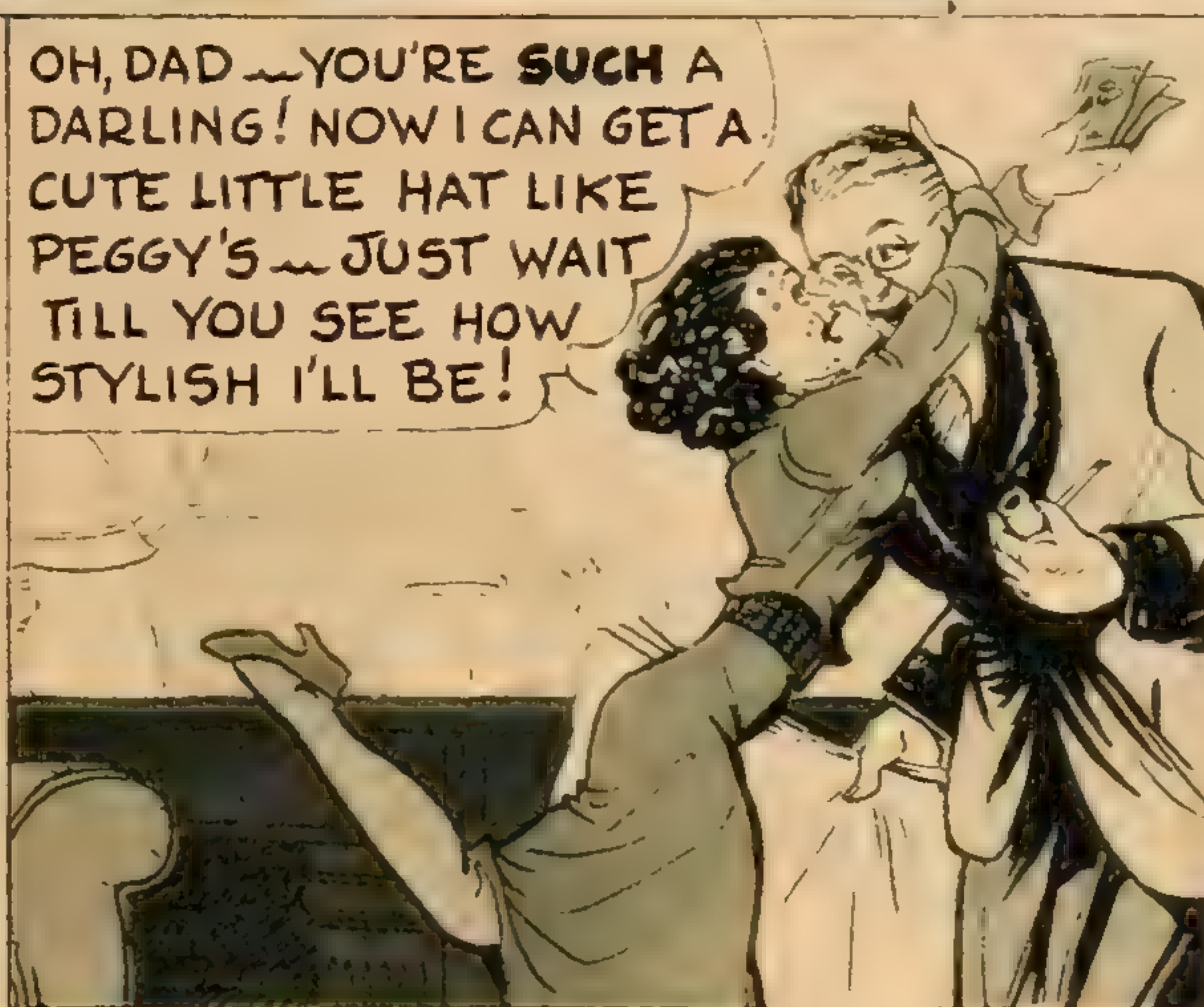
Working under pressure, yet having to appear at their best for social occasions, they have discovered that invigorating bath oils and eau de cologne can make a bath far more than a routine cleansing procedure. One star uses pine bath oil when she is physically tired and bath crystals that give off a spicy floral fragrance.

[Continued on page 56]

Write Ann Vernon regarding your beauty problems. She will be glad to serve you personally concerning the skin, hair and figure. Don't hesitate to ask for the trade names of the interesting products mentioned in this article. Address Miss Ann Vernon, HOLLYWOOD Magazine, 1501 Broadway, New York. Be sure and enclose a stamped and addressed envelope for her reply. There's no other charge!



**BUT
NO HAT
LOOKS
WELL
ON TOP
OF A
PIMPLY
FACE!**



Don't let Adolescent Pimples keep YOU from looking your best

JUST when good looks make such a difference in good times—from about 13 to 25 years of age, or even longer—many young people become afflicted with ugly pimples.

During this time, after the beginning of adolescence, important glands develop and final growth takes place. This causes disturbances throughout the body. The skin, especially, becomes over-sensitive. Waste poisons in the blood irritate this sensitive skin and pimples appear.

Fleischmann's fresh Yeast helps to give you back a good complexion by clearing these skin irritants out of the blood. Then—pimples go!

Eat it *regularly*—3 cakes a day, before meals, plain, or in a little water—until your skin is entirely clear. Start today!



—clears the skin
**by clearing skin irritants
out of the blood**

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What
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Follow the stars' advice and yours can be just as lovely.

Make up your mind this spring that you are going to have a permanent wave with the same radiant natural beauty as those you see on the screen. You can, too, if you will demand and make sure you get a genuine Duart Wave. The Motion Picture Hairstylists Guild, world's most distinguished hairstylists, endorse the Duart Wave exclusively. They say, "We have tested every known waving method but have found none to equal Duart in giving the hair such glowing brilliance, deep lustrous waves and dainty ringlets."

To add a flashing touch of sunlight, use Duart's Hollywood Hair Rinse. One of the twelve beautiful shades will match your hair. No dye . . . No bleach. Send the coupon below and 10 cents for a full size package of rinse and get your **FREE BOOK** of Hollywood stars' new spring hairstyles.

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DUART, 984 Folsom Street, San Francisco, Calif. Enclosed find 10c; send me shade of rinse marked and copy of your booklet, "Hollywood Coiffures for 1936."

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<input type="checkbox"/> Dark Brown	<input type="checkbox"/> Henna	<input type="checkbox"/> Black	<input type="checkbox"/> Medium Brown
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DUART WAVES ARE THE CHOICE OF THE HOLLYWOOD STARS

HOLLYWOOD'S BEAUTY



by DORIS DUMONT

Spring is the time to look for new hairstyles and new beauty ideas so I decided to visit several of the leading lights of the Motion Picture Hairstylists Guild. The members of this organization compose the hairstyling departments of every studio in Hollywood. They are the most distinguished, most highly paid group of hairstylists and beauticians in the world today. Every lovely star you see on the screen has been beautified by a Guild member. It has been said that this Guild is Hollywood's "Book of Knowledge" on beauty.



At Paramount Studios I talked with Leonore Sabine, the head hairstylist who is responsible for the lovely glamorous coiffures worn by such stars as Carole Lombard and Marlene Dietrich. Miss Sabine is president of the Motion Picture Hairstylists Guild. We discussed permanent waves and I asked why the stars *always* have beautiful waves, while so many of us ordinary mortals feel we have to depend partly on luck. Miss Sabine replied:

"Of course the stars cannot afford to trust to luck but any woman can be equally certain of a beautiful permanent if she will have her hair waved by the method selected by the stars."



At United Artists Studio I asked head hairstylist Nina Roberts for more information. She it was who cut off those famous curls when Mary Pickford decided to wear a bob. Also to her credit are the famed Merle Oberon hairstyles. When I asked what waving methods are being used by the stars, she replied:

"We have tried them all but nearly every star you see on the screen has her hair waved by the Duart method, for only Duart gives individual heat control to each curl. In the Duart method each heater is regulated by a separate thermostat and the smaller curls get less heat than the larger ones. This pro-

HOLLYWOOD

BOOK OF FOR SPRING



duces an absolutely uniform wave with never a danger of those ugly frizzy ends."



Thanking Miss Roberts for this valuable bit of information, I hurried over to see Helen Hunt, head hairstylist at the nearby Columbia Studios. When I arrived Miss Hunt was designing a new hair-style creation for Grace Moore, whom you will soon see with Franchot Tone in "Cissy." When I told her that I was looking for beauty news, she replied:

"Well, you'll live a long time before you get any bigger news than this," and she handed me an attractive jar labeled "Creme of Milk." "Here at last is what every woman in the world has been looking for," she continued. "It is a beauty creme actually made from milk. Real, honest to goodness, pure, fresh, dairy milk! Hollywood's cosmeticians say it is the greatest scientific discovery ever made in cosmetics. Already you will find this new creme on the dressing table of almost every star in Hollywood and of course we hairstylists are using it too and telling all our friends about it."

Never have I seen anyone in Hollywood show such enthusiasm over a new beauty product, for here we have a cosmetic factory on every block and some sort of a new cream is born every minute. But never before has anyone succeeded in making a beauty creme from milk, the finest skin beautifier that has ever been known. This new product is being advertised on this page for the first time anywhere—better send for a jar.

I haven't space here to tell you about my visits to the other studios but all the hair-styles I selected are in the book shown above. It is packed full of the smartest, most alluring coiffures Hollywood has ever produced. Send for this book and take it to your hair-dresser—she will be able to copy one of the hairstyles for *you*. In the Duart Permanent Wave advertisement at the left, there is a coupon which you may use to send for this booklet.



Milk in a Beauty

Hollywood Cosmeticians

Wildly Praise

NEW BEAUTY CREME

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Screen stars, Hollywood cosmeticians, and beauty editors pronounce Creme of Milk the greatest scientific cosmetic discovery ever made. Think of it—all the famous beautifying qualities of pure fresh dairy milk have been compounded in the form of a new all-purpose facial creme. Now in this one amazing creme made from milk you will find everything you need to cleanse your skin more thoroughly than ever before, and to banish dryness, roughness and blemishes. Your skin will be kept so smooth and soft that your powder will cling perfectly for hours and hours. No other powder base will be necessary.

Hollywood has taken Creme of Milk right to its very heart. The Head Hairstylists at United Artists, Paramount, Columbia, MGM, and Universal Studios report that already a jar of Creme of Milk is to be found in almost every star's dressing room.

"All are enthusiastic," say the hairstylists, "about the discovery of Creme of Milk and are using it to remove their makeup and protect their skins from the loss of natural oil which occurs with the use of ordinary cremes."

You can begin to enjoy this thrilling new beauty creme at once. Mail your coupon today! Creme of Milk is so new stores haven't yet had a chance to buy it. So we are sending a full 20-cent size jar for only 10 cents.

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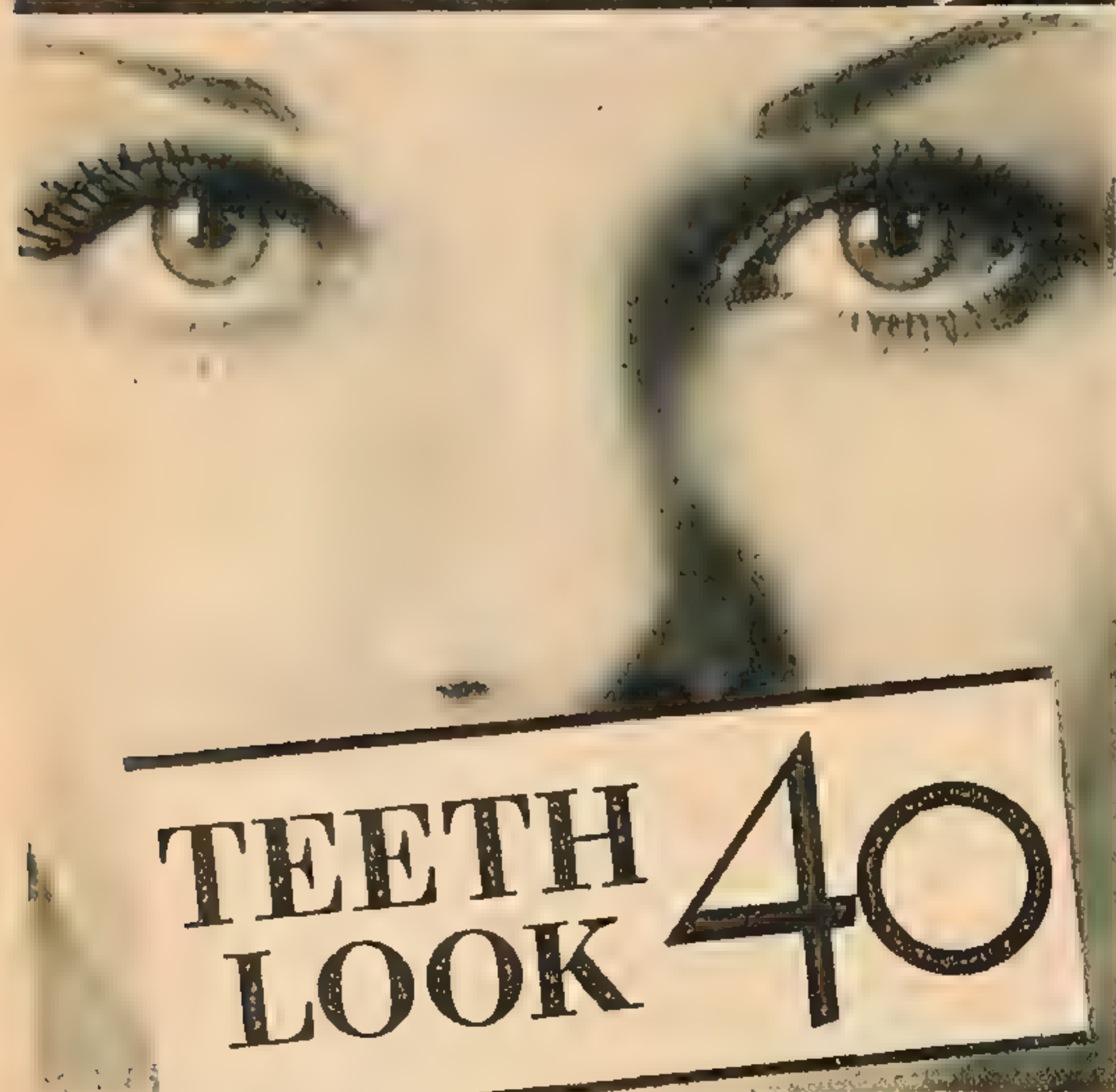
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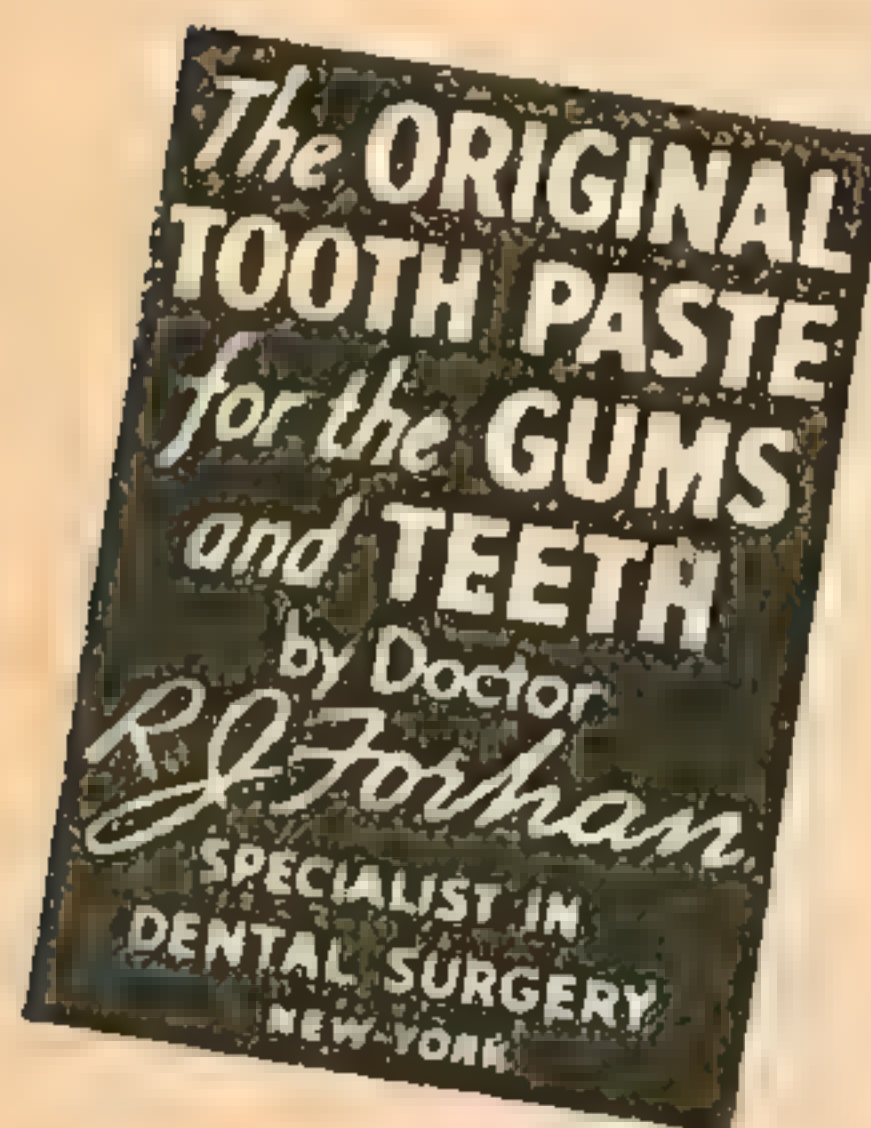


**TEETH
LOOK 40**

*because she used a
HALF WAY tooth paste*

Don't waste another day on half way dental care. Superficial cleansing may keep your teeth white—for a while! But when your neglected gums grow soft and tender, all the half way measures in the world won't preserve your teeth.

Now—while your teeth are still firm and sound—replace half way care with the tooth paste that does both jobs. Forhan's whitens your teeth and fights the menace of spongy gums at the same time.



Why quit half way in caring for your teeth when Forhan's gives two-fold protection at the price of most ordinary tooth pastes? Be safe. Get Forhan's today!

Forhan's
DOES BOTH JOBS {CLEANS TEETH
SAVES GUMS

**BEAUTY
FLASH**

KNOW THE LATEST BEAUTY SECRETS—LEARN ABOUT THE NEW BEAUTY DISCOVERIES—AND ABOVE ALL LEARN ABOUT THE BEAUTY THRILL OF 1936

Get Your Name On The

Beauty Guide MAILING LIST

For Only 10c in Stamps or Coin Write Today To: BEAUTY GUIDE EDITOR
P. O. Box 25, Quincy, Mass.

Novelties in Fashions

Suede Clothes—Newest Fad

By Sally Martin



Here's Voris Linthacum in her workshop which has become one of the novelty spots of Hollywood. She serves the stars

ANITA LOUISE's unique costume pictured on the cover this month in a Hesser-color photo, is representative of a new fad that has swept filmland like magic.

Not only in sports clothes, but in evening creations as well, "fashions in leather" have captured Hollywood's fancy. You'll see dozens of stars wearing the new clothes, and believe us, they are different!

Developing a new velvet-soft suede from which she creates everything for the wardrobe, young Voris Linthacum has made the world come to her door on Sunset Boulevard in Hollywood. Through newspapers, magazines and the radio, notice of her work is being taken around the world.

Starting business three years ago with a ten dollar bill, Voris made and sold several garments while ill in bed. So entirely different were they in style and design that orders began to pour in. By the time she had regained her health, it was necessary to hire other girls to help her. That was in Baker City, Oregon.

Within a few months the suede clothing industry had expanded to a point where she felt it advisable to move to a larger city.

Bravely she struck out for Hollywood. In the movie city Voris' suede costumes immediately caught on. Their originality, style and design appealed to the motion picture and society folk along the Pacific Coast. A new suede, as light, soft and clinging as velvet was produced and Voris secured the material for her own use.

She created wraps, dresses, jackets and hats of the [Continued on page 55]



Soft as silk—yet this gown worn by Maureen O'Sullivan is made of white imported suede, trimmed in the same material

CREATED BY

Lettie Lee

OF
HOLLYWOOD



Petite and Charming Lettie Lee,

Wearing one of her latest creations made of Menke Kaufman's printed Sheer Gauze over a black taffeta petticoat.

(Top left) Dorothy Stone wears a **LETTIE LEE** street frock of black sheer crepe.

(Left) Miss Heather Angel, RKO star, wears a **LETTIE LEE** informal frock of beige sheer crepe with a flattering ruffled jabot of self-colored lace.

(Right) Linda Terry epitomizes luncheon or bridge tea chic in this **LETTIE LEE** creation of classic black and white.

LOOK FOR THIS LABEL



STYLED
BY
HICKORY



"Princess Chic"
LASTEX FOUNDATION

Double Support
where it is
needed most

Now you can enjoy the thrill of a beautifully moulded silhouette in the comfort found only in two-way stretch Lastex.

By its clever *double knitted* panel "Princess Chic" gives *double support* where it's needed most: in front, in back and at sides. Controls and shapes naturally, without even the suggestion of a bulge to mar the smooth fashion-right lines you are seeking. Lace brassiere is uplift and flattering.

The "Princess Chic" Foundation illustrated \$4. With satin Lastex and lace brassiere \$3.50. Girdles are \$2 and \$2.50. Shaped Panties \$2.50

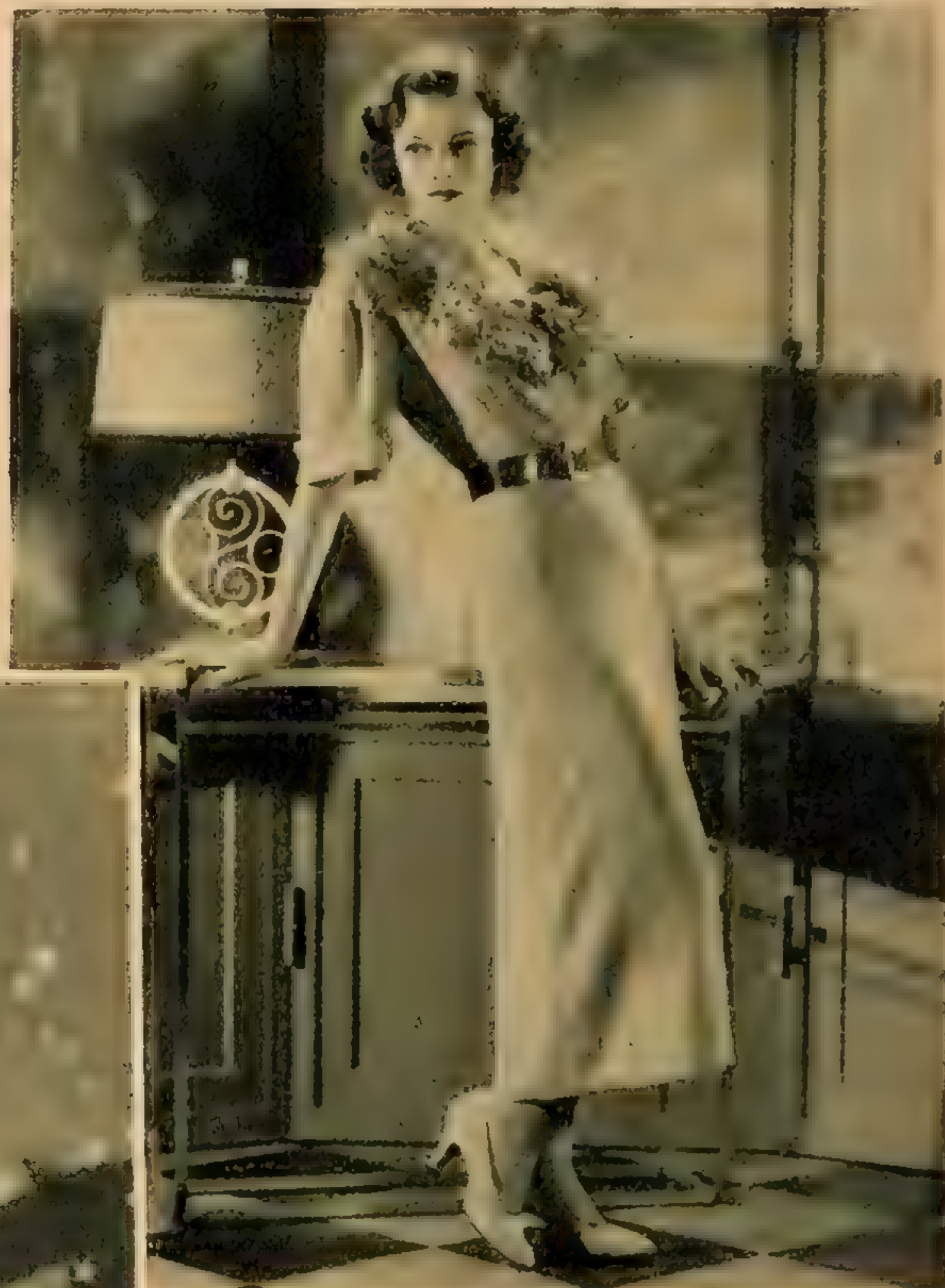
You should find "Princess Chic" and other beautiful Foundations, Girdles and Brassieres Styled by Hickory at your favorite Corset Department. If not—write for FREE descriptive brochure. Address 1143 West Congress St., Chicago, Illinois

A. STEIN & COMPANY • CHICAGO • NEW YORK

Hollywood's Charm School

Filmland Styles for Early Summer

Lettie Lee, Famous Costume Designer, Presents Three Exciting New Style Trends For Summer Days



An inspiration for the summer months is Heather Angel's dress created for the little English star in a soft, warm shade of beige. The short sleeves feature the new shoulder fullness topped by a dainty collar of mousseline-de-soie ruffles and lace



Lettie Lee has made a smart dinner gown for Heather Angel, a slim sheath of black canton crepe. A wide band of white embroidered batiste outlines the bodice ending in a massive bow

A striking white embroidered organdie afternoon dress is modeled by Lettie Lee. Made with tight bodice and gored skirt, a definite quaintness is shown by the charming square neckline, simply tailored velvet bow and short puffed sleeves



HOLLYWOOD

"How can I be More Attractive?"

*a thousand women a day
write Ginger Rogers*



Color Harmony Powder Gives New Beauty

"POWDER in your color harmony shade can give you more beauty than other shades," says Ginger Rogers, "because it is created to enliven your skin with youthful radiance. It beautifies through the magic of color harmony, a secret originated by Max Factor." If you want new loveliness, try Max Factor's Powder in the color harmony shade for your type. Max Factor's Face Powder \$1.



Rouge that Imparts Youthful Charm

"SCREEN STARS," says Ginger Rogers, "use Max Factor's Rouge, because the color harmony shades add an exquisite lifelike color that harmonizes with the powder and lipstick." If you want to see what a difference it makes to use a color created to dramatize your type, try Max Factor's Rouge in your color harmony shade. Max Factor's Rouge 50¢.

© 1936 Max Factor & Co.

To the many requests for advice on beauty, Ginger Rogers gives one answer, "The secret of beauty for every woman lies in color harmony make-up, originated by Max Factor, Hollywood's make-up genius, and consists of powder, rouge and lipstick created in harmonized shades that dramatize the charm of every type."



Ginger Rogers
in R. K. O.'s
"FOLLOW THE FLEET"

New Lip Make-Up Gives Lips Lasting Color

MAX FACTOR'S Super-Indelible Lipstick in the color harmony shade for your type will give you an alluring, lasting color. Being moisture-proof, you may apply it to both inner and outer surface of the lips. This gives them an even color, keeps them smooth. Max Factor's Super-Indelible Lipstick \$1.

Max Factor ★ Hollywood

Would you like to try Hollywood's make-up secret — powder, rouge, lipstick in your color harmony shade? Mail coupon below.

Mail for POWDER, ROUGE AND LIPSTICK IN YOUR COLOR HARMONY

MAX FACTOR, Max Factor's Make-Up Studio, Hollywood:
Send Purse-Size Box of Powder and Rouge Sampler in my color harmony shade;
also Lipstick Color Sampler, four shades. I enclose ten cents for postage
and handling. Also send me my Color Harmony Make-Up Chart and 48-page
Illustrated Instruction book, "The New Art of Society Make-Up". FREE.
5-5-4

NAME _____
STREET _____
CITY _____ STATE _____

COMPLEXIONS	EYES	HAIR
Very Light <input type="checkbox"/>	Blue <input type="checkbox"/>	BLONDE
Fair <input type="checkbox"/>	Gray <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Creamy <input type="checkbox"/>	Green <input type="checkbox"/>	BROWNETTE
Medium <input type="checkbox"/>	Hazel <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Ruddy <input type="checkbox"/>	Brown <input type="checkbox"/>	BRUNETTE
Sallow <input type="checkbox"/>	Black <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
Freckled <input type="checkbox"/>	LASHES (color)	REDHEAD
Olive <input type="checkbox"/>	Light <input type="checkbox"/>	Light <input type="checkbox"/> Dark <input type="checkbox"/>
SKIN Dry <input type="checkbox"/>	Dark <input type="checkbox"/>	If Hair is Gray, check type above and here
Oily <input type="checkbox"/> Normal <input type="checkbox"/>	AGE	

She knows the secret of
**"BREATH
 CONTROL!"**



PEPSODENT ANTISEPTIC

Keeps breath pure and sweet
 1 to 2 hours longer

You Can Regain Perfect Speech, if you

STAMMER

Send today for beautifully illustrated book entitled "DON'T STAMMER," which describes the Bogue Unit Method for the scientific correction of stammering and stuttering. Method successfully used at Bogue Institute for 35 years—since 1901. Endorsed by physicians. Full information concerning correction of stammering sent free. No obligation. Benjamin N. Bogue, Dept. 704, Circle Tower, Indianapolis, Indiana



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Publishers and advertisers spend millions yearly for illustrations. Design and color influence the sale of most things we buy. Industry needs artists. Girls earn as much as men. Many Federal trained artists earning from \$1,000 to \$5,000 yearly. Many famous artists contributed exclusive illustrated lessons to our courses. If you have talent train it at home. This may be your surest way to success. Courses sold on easy monthly payments. Get free Art Test and Book describing opportunities in art. State age and occupation. Write today.

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Stars' Favorite Recipes

Try Shirley Temple's Diet in Your Home

Shirley leads a strenuous life, eats sensibly, and is amazingly free from illness! Here's why

By Dorothy Dwan



One of the first things Shirley learned to like was milk. She's always glad to get a glass of it to refresh her

"GOOD MORNING! You are Miss Dwan, aren't you?" Shirley Temple greeted me composedly. "Please come in."

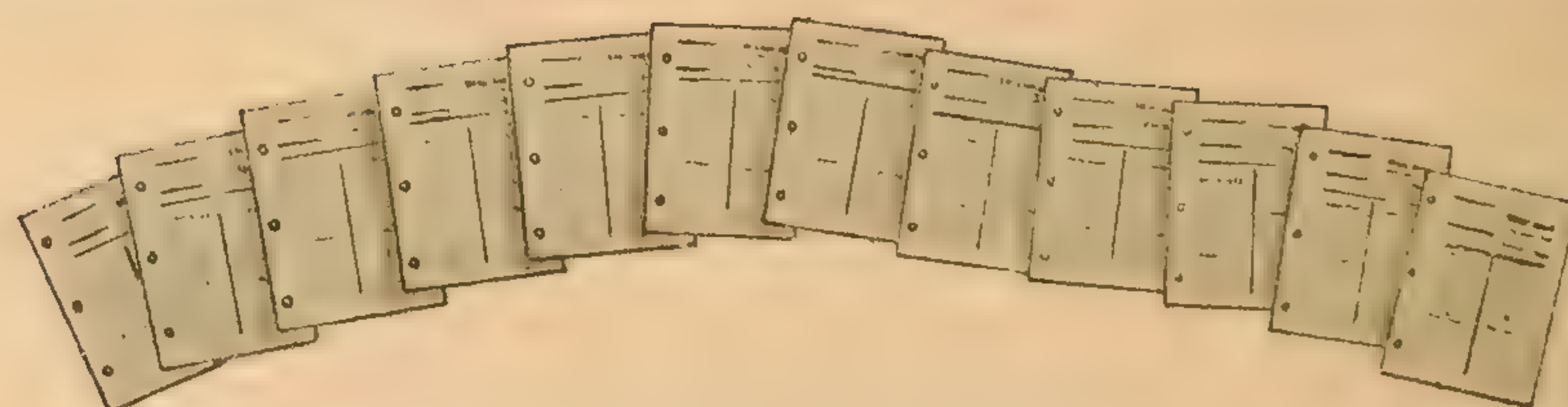
It almost took me off my feet. The poise and cordiality of the child! I suddenly felt six—she acted grown up! "Is your mother in?" I stammered, about to add Miss Temple.

"Mother is in the projection room looking at yesterday's work," Shirley told me. "I am allowed to answer the door and telephone this morning, as my lessons were perfect all week."

Miss Barkley, Shirley's teacher introduced herself, and asked if I would like to look through the studio bungalow.

Would I!—wild horses couldn't have kept me out. I was as thrilled as any one of Shirley's millions of fans would have been.

The tiny house is like the child herself—fresh, quaint, and cheerful. Dainty white organdy curtains flutter at the many windows. The [Continued on page 53]



AUTOGRAPHED RECIPES FROM THE STARS

Looking for something different in food for the dinner table? Well, here you are—write now for the kitchen tested recipes, printed—like all our leaflets—on a punched leaflet to fit a standard collegiate notebook!

Here's your chance for a modern file of the very finest recipes. Select one or a dozen, and enclose the necessary cash. Remember, the recipes are all tested by Anna Belle Lee, noted home economics expert in the Hollywood Citizen-News building!

Mona Barrie's Favorite Soups	5c
Tuna Recipes from James Cagney	5c
Leftover Surprises from Sally Eilers	5c
Mae Clarke's Favorite Cakes	5c
Adrienne Ames' Apple Recipes	5c
Raquel Torres' Mexican Dishes	5c
Heather Angel's Salads	5c
Andy Devine's After Dinner Snacks	5c
E. G. Robinson's Honey Cakes	5c
Margaret Sullivan's Tasty Puddings	5c
Raisin Recipes from Noah Beery, Jr.	5c
Pinky Tomlin's Favorite Hot Breads	5c
Valerie Hobson's Casserole Dishes	5c
Cottage Cheese Delights from Binnie Barnes	5c
Savory Ham Dishes from Gloria Stuart	5c

Address your letters to Dorothy Dwan, Hollywood Magazine's Food Editor, 7046 Hollywood Blvd., Hollywood, Calif. NO LETTERS ANSWERED UNLESS A STAMPED AND ADDRESSED ENVELOPE IS ENCLOSED!

Hollywood Cheers

A
FASCINATING NEW SPORT . . .

INGO-BIKING



Hollywood hails a thrilling new sport . . . Ingo-Biking! And now all America is discovering this sensational new Ingo-Bike that has no chains, no pedals, no gears.

On Ingo-Bike you *rhythm-wheel*, without pedaling, as fast as 20 miles an hour. Your own weight, plus a slight pull on the handle bars, flexes the frame, and lifts the eccentric rear wheel off dead center. The result is smooth, swift *rhythm-wheeling*.

You enjoy the zest of horseback riding, the fun of open sailing, the smooth, easy speed of cycling. You have speed with safety plus healthful, stimulating exercise.

Get onto an Ingo-Bike today! Experience this new rhythmic riding thrill. *Ingo-Bike . . . with Hollywood!* If there is no Ingo-Bike dealer in your city, address Dept. HM-4, Ingersoll Steel & Disc Co., 310 So. Michigan Ave., Chicago, Ill.

BIG BUSINESS OPPORTUNITY IN RENTAL STATIONS

Be the first to profit from this new sport that is sweeping the country! Ingo-Bike franchises for rental stations are now available. Don't miss the opportunity for a first showing in your city. Ingo-Bike is not a fad, but a permanent opportunity for real profit. Write today to Dept. H-4, Ingersoll Steel & Disc Co., Division Borg-Warner Corporation, 310 So. Michigan Avenue, Chicago, Illinois.



Evelyn Venable, Hollywood picture star, is snapped by the photographer during an early-morning spin through Hollywood on her Ingo-Bike. Like dozens of other movie stars, she has discovered it's fun to keep healthy with rhythm-wheeling Ingo-Bike.

NEW TATTOO CREAM MASCARA

Needs no water to apply—really waterproof!



TATTOO your eyelashes with this smooth, new cream mascara and your lashes will instantly look twice their real length; the South Sea enchantress' own way of achieving truly glamorous eyes. More waterproof than liquid darkeners; won't run or smear. Easier to apply than cake mascaras. Won't smart. Harmless. Actually makes lashes soft and curling, instead of brittle and "beady." Complete with brush in smart, rubber-lined satin vanity... 50c.

SEND FOR 30 DAY TUBE!

TATTOO, 11 E. Austin Ave.,
Dept. E-50, Chicago.
10c enclosed. Please send 30 day tube TATTOO Cream
Mascara with brush. ☐ Black ☐ Brown ☐ Blue (check
color desired.)

Name _____

Street _____

City _____

State _____

DUNDEERS



Changeable Tongues In Color

WEAR Dundees with every sports costume! Snap off one tongue; snap on another to harmonize with your dress. At all leading shoe stores or write for name of nearest store. Dundee Shoe Co., 1509 Washington Ave., St. Louis, Mo.



Evelyn
Knapp

STARRING IN REPUBLIC FILM
PRODUCTION "CONFIDENTIAL"

Roaming Around Hollywood

with
Peggy Wood

Noted Stage and Screen Actress

LET'S SEE, it's Spring. How can you tell it is Spring in the always salubrious climate of Hollywood? Well, you'd be surprised, but the real way you tell is by the shop windows! Just as in the rest of the country. Only it's easier to linger in front of the enticing summer frocks and floppy hats because those icy blasts of April and May in the east never get as far west as Hollywood, and your nose doesn't get red with cold as you press it against the window.

And, like every other member of the female sex, the fascinating ladies of the screen love to window-shop. Mary Pickford couldn't help stopping the other day on Hollywood Boulevard to eye a smart suit in Magnin's window and Ruby Keeler was in deep concentration at a fashion show at Bullocks-Wilshire the very same afternoon.

Mouse-like in demure brown, Miss Keeler was paying special attention to a summer sport suit of rose pink tweed with an American Beauty wool skirt and a soft pink linen blouse. This was being shown as we sat at luncheon and watched the lovely models swoop by.

The hat designers can't put the blame on the influence of the Russian Ballet, for although the performances were vigorously attended by everybody who is anybody in moviedom, the hat styles in the audience (and today in the shops) seemed more Chinese than Russian.

Ruth Chatterton did give a somewhat Russian note however, the night she was

there in a gray caracul coat with a Cossack hat to match. But in the evening hats of Norma Shearer and Joan Crawford I detected a definitely non-Russian motif. Miss Crawford appeared in something almost as large as a Merry Widow, and Miss Shearer in a tiny flowered bonnet.

Bonnets of another kind were in order at the enchanting luncheon which Mrs. Harold Lloyd gave for Helen Mack. The luncheon was a shower for the prospective baby. The guests sat at small tables after serving themselves from the great array of dishes grouped under an imposing stork who carried a baby doll tenderly, and the place cards were in the form of tiny baby dolls in bassinets.

But the big moment came after lunch when Helen Mack opened all the dainty boxes which had come under the arms of the guests and Glenda Farrell gave the cue for the proper position of the audience by sitting on the floor near the heap of gifts. Paula Stone and her sister, Dorothy, followed suit and soon Gail Patrick, your correspondent, Sally Eilers, Mrs. Harold Lloyd, Vina Delmar, and all the rest were engulphed in tissue paper and pink and blue ribbons, while a chorus of "Oh's" and "Did-you-ever-see-anything-so sweet!s" greeted each new unwrapping.

It has always been my contention that musicians have more fun with their art than any other group of artists. I have rolled on floors laughing at Jascha Heifetz giving an imitation of a "promising pupil" using his famous violin and scraping out the most excruciating sounds with a solemn face. I have heard Joseph Hoffman and Efrem Zimbalist do impromptu, an itinerant band with piano and violin, making up the music as they went along, and all in all I have had more laughs at parties where great musicians have let down their back hair, so to speak, than almost any other kind of gathering.



Oh's and ah's escaped everyone at Mrs. Harold Lloyd's party (see text). Here are the guests, identified from the left: Dorothy Stone, Peggy Wood, the author, Glenda Farrell, Paula Stone, Gail Patrick, Mrs. Lloyd and Helen Mack

Fan Mail

(Continued from page nineteen)

thing I hope she will continue doing. But Gable—well, he reminded me of a hot shot traveling salesman with a phoney personality and a diamond stickpin. Never has a super-personality been so obnoxious. It isn't Gable, and whoever told him to act that way must have been temporarily goo-goo. Sincerely,

Riggs Thomas,
Memphis, Tenn.

To Reader Thomas will come both praise and abuse for his opinion of Gable's rôle. Although Mr. Thomas never got around to his opinion of the film, as he started out to do, few will deny that *Wife vs. Secretary* was excellent entertainment.—Editor.

Dick Powell An Aversion?

Dear Editor:

A certain Pennsylvania newspaper seems to have it in for Dick Powell. No matter how popular he is with the rest of the world this paper has to come out with such bright little remarks as "Dick Powell was his usual bouncing self" or "Why don't someone wipe that silly grin off Dick Powell's face," whenever a new Powell picture comes to the screen.

Just recently that paper announced that Dick was voted the "Pet Aversion" of the screen. Now I consulted Mr. Webster and he tells me that "aversion" means "disliked" or "falling away" so I can't see how it applies to Dick.

I am eastern editor of the Dick Powell News and I get from five to ten letters a day in praise of him. That doesn't look like he was "falling away."

When *HOLLYWOOD MAGAZINE* started its *Fan Mail Department*, who came out on top of the heap the first month? Was it Gable, Tone, Astaire, Colman, Raft, Eddy or Cooper? It was not. It was Powell—DICK POWELL! And he repeated the following month. Does that look as if he were "disliked?"

Now I'm wondering who, besides the editor, ever voted him the pet aversion of the screen?

In doubt,

Frances Feather,
1362 Mineral Springs Road,
Reading, Penna.

Fault Finders Beware!

Hollywood Editor:

I am so angry at some movie fans who don't seem to know the difference between constructive criticism and petty fault finding! Those fans who consider themselves A-No. 1 in finding movie mistakes make me mad plumb through. It may be fun for some people to pay money to see a picture and then just sit there and find fault and gloat over their smartness. For my part I would rather enjoy the picture and let those little mistakes go by.

I'm all for constructive criticism but not for the "smarty-smarty" fault finder who airs his remarks out loud during the picture. Criticism is never any good unless it is given to the persons making the mistake—so I hope a lot of fault-finders read this letter!

Very sincerely,

Mrs. W. W. Stauffacher,
Monroe, Wisc., R. R. 4, Box 5.

The English Opinion of Westerns

Dear Editor:

Dorothy Calhoun's article in *HOLLYWOOD* called *Cowboys Ride Again* started me off on this. I'm speaking from the English fan's idea of things. Of all the western heroes, Buck Jones can sure fill a children's matinee. They go mad when they see his name on the screen.

John Wayne started out making fairly good westerns—that mouth organ helped to brighten things up. Then came the dawn. I've seen five John Wayne pictures in the last three weeks and all of them the silliest tripe that anyone could produce. I don't blame John—he works hard enough, but it is about time someone put a stop to these shoddy films. In two films we had the same horse with its rider making a headlong dive into a lake. Of course, the average Englishman is considered a wee bit mental but not so the English child. Yet every boy and girl yelled out, "Why it's the same as last week!"

Ken Maynard has never been a favorite—and it may sound funny but it is a fact. He is not liked because of his habit of always wearing gloves and refusing to take a drink! He has a name with the majority of kids which doesn't look nice in print.

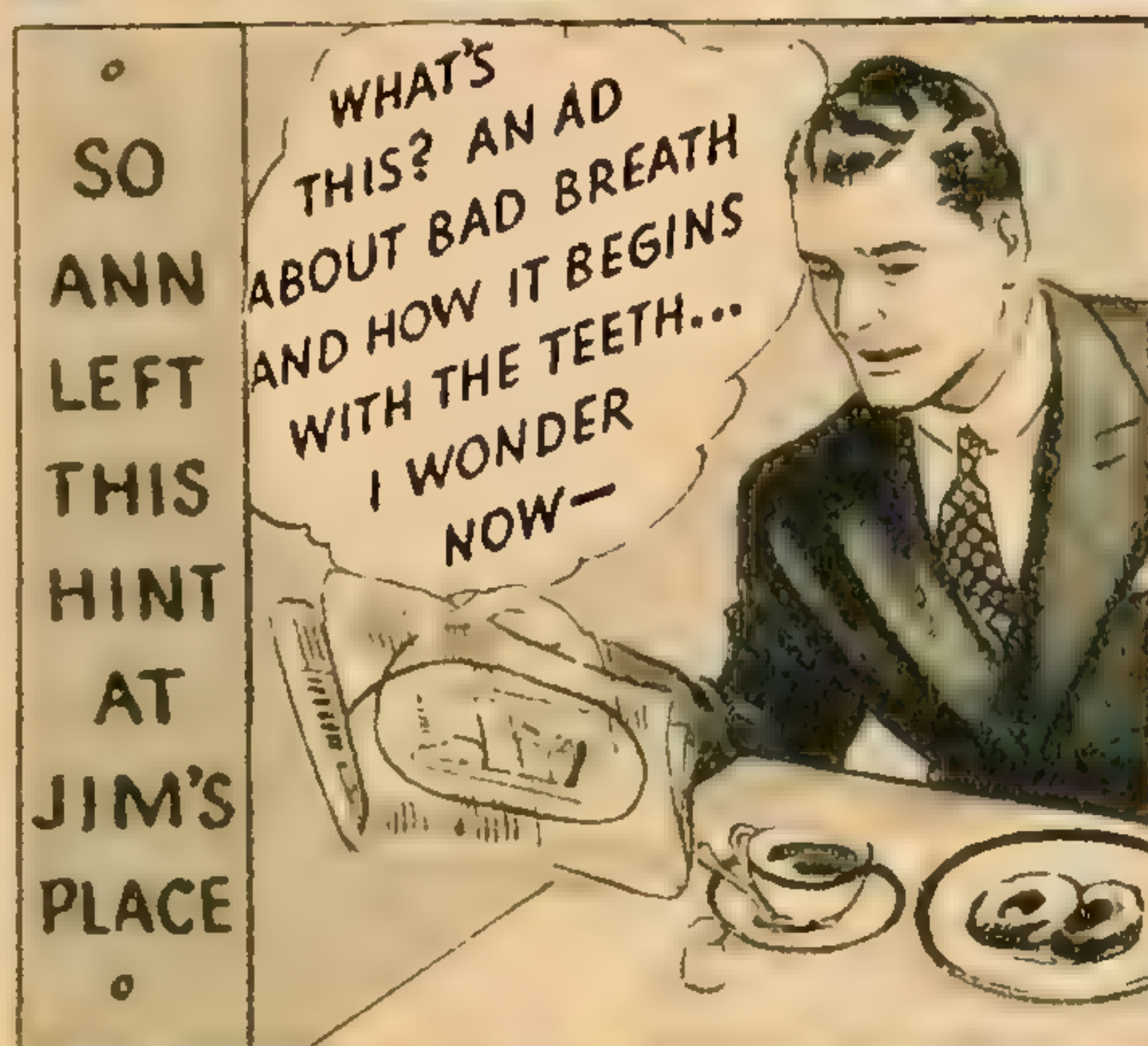


COFFEE AND
DOUGHNUTS AGAIN!
THAT MEANS HE
HASN'T A JOB YET!



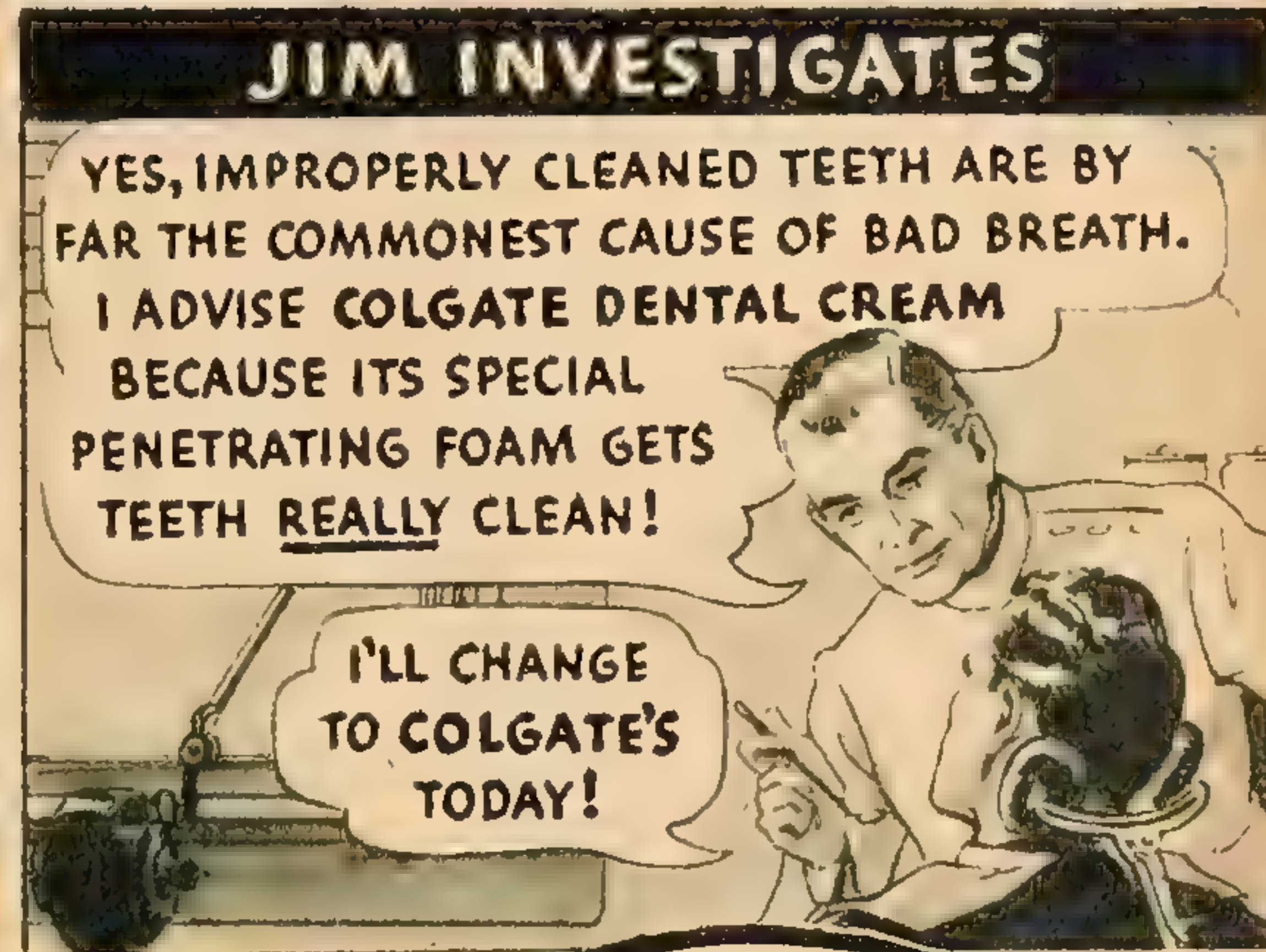
I BET I KNOW
WHY HE'S STILL
OUT OF A JOB!

SO DO I...BAD BREATH!
HE'S SUCH A NICE BOY, TOO.
THERE MUST BE SOME WAY
TO HELP HIM...
I KNOW!



SO
ANN
LEFT
THIS
HINT
AT
JIM'S
PLACE

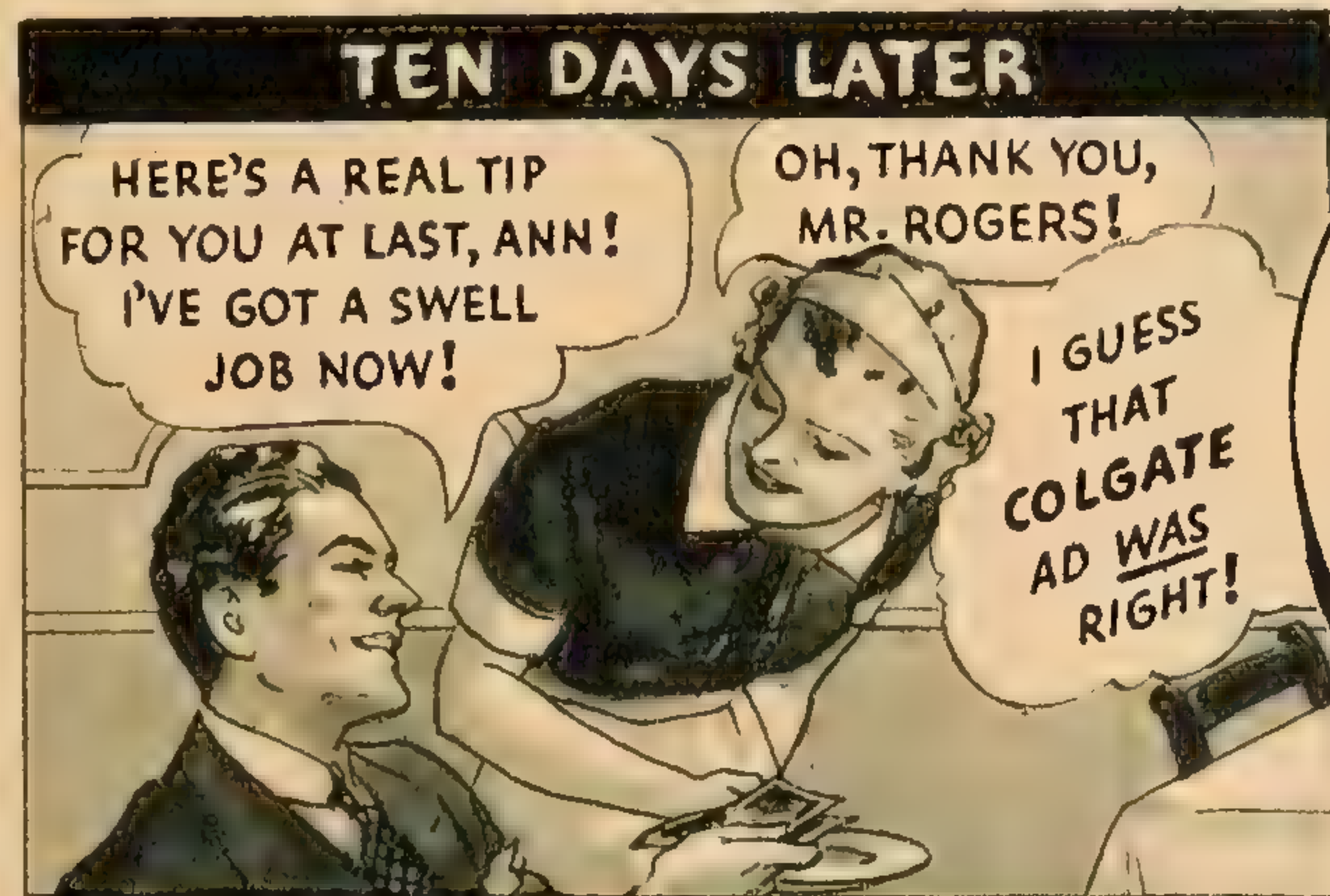
WHAT'S
THIS? AN AD
ABOUT BAD BREATH
AND HOW IT BEGINS
WITH THE TEETH...
I WONDER
NOW—



JIM INVESTIGATES

YES, IMPROPERLY CLEANED TEETH ARE BY
FAR THE COMMONEST CAUSE OF BAD BREATH.
I ADVISE COLGATE DENTAL CREAM
BECAUSE ITS SPECIAL
PENETRATING FOAM GETS
TEETH REALLY CLEAN!

I'LL CHANGE
TO COLGATE'S
TODAY!



TEN DAYS LATER

HERE'S A REAL TIP
FOR YOU AT LAST, ANN!
I'VE GOT A SWELL
JOB NOW!

OH, THANK YOU,
MR. ROGERS!

I GUESS
THAT
COLGATE
AD WAS
RIGHT!

NO OTHER
TOOTHPASTE
EVER MADE MY
TEETH SO BRIGHT
AND CLEAN!

Most Bad Breath Begins
with the Teeth!

MILLIONS realize how true this is, and use Colgate Dental Cream for real protection. Its special penetrating foam removes decaying food deposits lodged between the teeth, along the gums, and around the tongue—which dentists agree cause most bad breath. At the same time, a unique, grit-free ingredient polishes enamel—makes teeth sparkle.

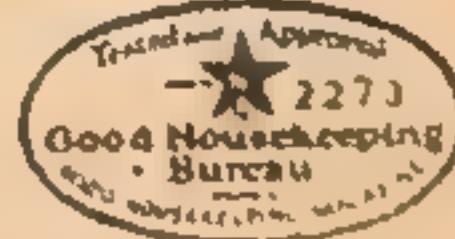
Try Colgate Dental Cream—today! Brush your teeth, your gums, your tongue, with Colgate's. If you are not entirely satisfied after using one tube, send the empty tube to COLGATE, Jersey City, N. J. We will refund TWICE what you paid.

20¢
LARGE SIZE
Giant Size, over
twice as much,
35¢



COLGATE
RIBBON DENTAL CREAM

Now—NO BAD BREATH
behind his
SPARKLING SMILE!





Be Wise—
Alkalize

Alka-Seltzer Makes a sparkling alkalizing solution containing an analgesic (acetyl salicylate). You drink it and it gives prompt, pleasant relief for Headaches, Sour Stomach, Distress after Meals, Colds and other minor Aches and Pains.

TUNE IN
THE NATIONAL
BARN DANCE
SATURDAY NIGHT
NBC-NETWORK

Alkalize with Alka-Seltzer AT ALL DRUGGISTS 30¢-60¢



LET'S EAT! I THINK THIS SPRING AIR GIVES US AN APPETITE

THEN WE'LL TAKE ALKA-SELTZER, JUST TO KEEP US FEELING RIGHT

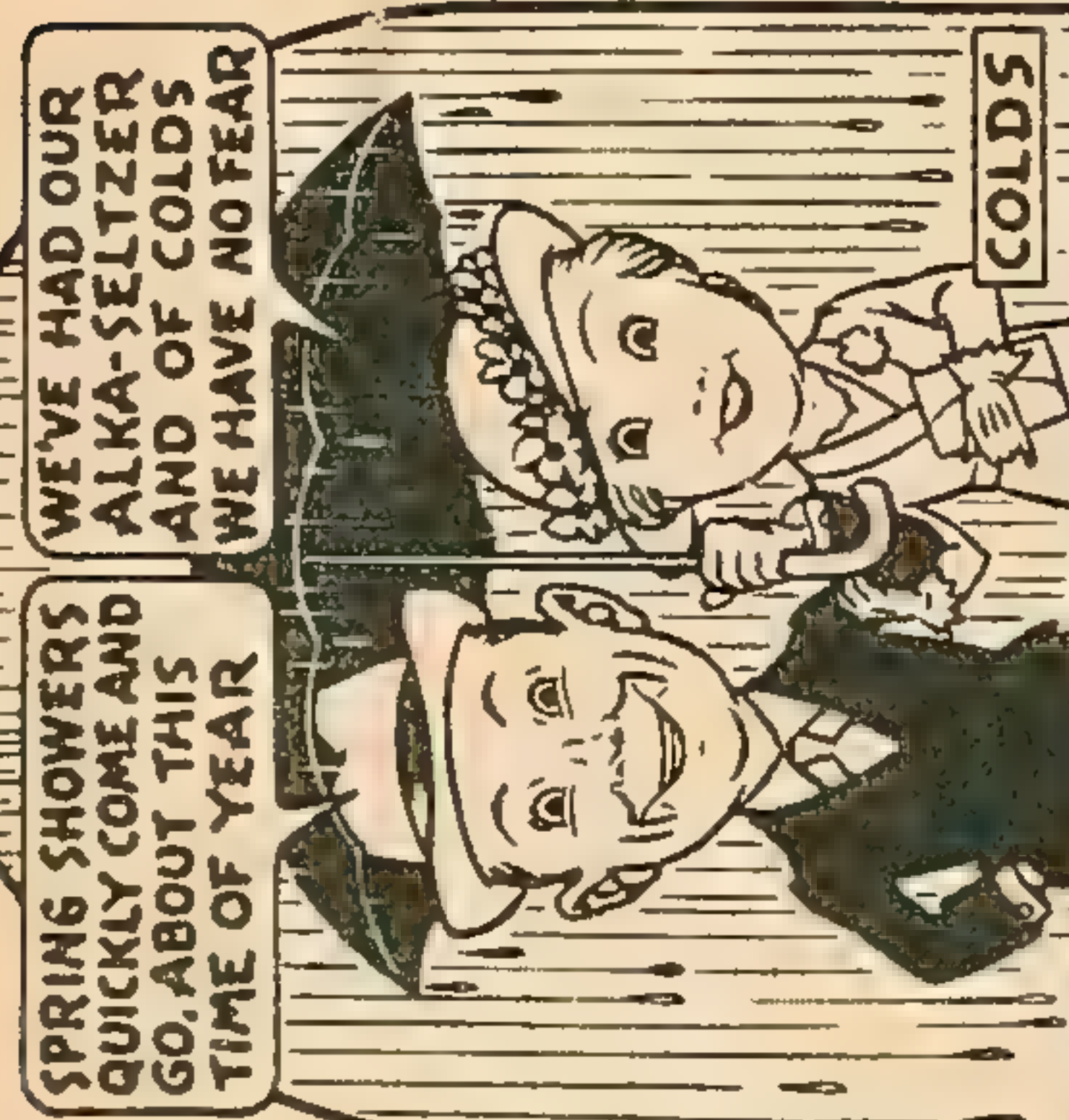
ACID INDIGESTION



THE STORM IS OVER AND WHAT IS MORE THE SUN'S OUT BRIGHT AND GAY

THAT'S JUST HOW ALKA-SELTZER SCARES MY OLD HEAD-ACHES AWAY

HEADACHE



SPRING SHOWERS QUICKLY COME AND GO, ABOUT THIS TIME OF YEAR

WE'VE HAD OUR ALKA-SELTZER AND OF COLD WE HAVE NO FEAR

COLDS



WORK FOR THE GOVERNMENT
\$1260 to \$2100 Year TO START

Men—Women / FRANKLIN INSTITUTE
Dept. H306
Rochester, N. Y.

New 40-hour week means many Postal Appointments

Mail Coupon Today—SURE

Rush FREE list of U. S. Government big pay JOBS, 32-page book describing salaries, hours, work. Tell me how to get one of these jobs.

Name
Address



Shirley Temple loves gag pictures! Note here how she fits in the spirit of the thing—waiting for the hen to lay an egg so she can fry it!

Tim McCoy is another who is well liked over here. He is called "McCoy" by the boys and "Tim" by the girls. Tom Tyler is becoming a favorite.

Most of the boys over here have read Zane Grey's books and loved them, but they are utterly disappointed when they see a Zane Grey film, for the simple reason that it is not like the book.

So will some man who understands the west with all its glory, its forests, its mountains, please make a western and please us all?

But before I close, I want to give a vote of thanks to those who keep on riding, no matter what rotten stories they get.

Adios,

D. Hoath,
Portland Road, East Grinstead,
Sussex, England.

Keep The Songs New?

Dear Editor:

When I go to a movie I want to get new ideas and new songs. Lately, it seems that every time I go to the show, the songs are the same ones that have already been played to death. They are the same tunes that we hear over the radio a dozen times a day. Isn't there some way to prevent the songs from being old and worn out by the time the picture gets to town? I wonder if other movie-goers object? Does it take away or add to the enjoyment of the picture—for others? I'd like to know how other people feel about this situation.

In all sincerity,

Nancy Jo Cotton,
1504 Georgia Avenue,
Tampa, Florida.

A Rose—But No Posies

Dear Editor:

A rose by any other name still smells. So do western pictures, and *Rose of the Rancho* is just a dressed up horse opera. I was terribly disappointed in it because I expected so much of Gladys Swarthout—and she never had a chance. And although Willie Howard is funny, he certainly was a jarring note in the film. There is no use commenting on John Boles. The point is, can't all three of these people do much better if given half a chance?

G. M. G.,
Tulsa, Okla.

Paramount worked overtime on *Rose of the Rancho* trying to save it from obvious distress. The picture was considerably improved in the cutting room, but struck a psychological snag: audiences everywhere expected something sensational with Swarthout's screen debut and the story simply did not have enough for the "hit" ranks.—Editor.

A Welcome For Janet—and Bob

Dear Editor:

I was glad to read in *HOLLYWOOD Magazine* that Janet Gaynor is soon coming back to the screen. She has always been one of my favorites and I know lots of others feel the same as I do about her return. So I guess it's a "lucky accident" for us all that she fell on her head and thereby got better screen roles.

Sincerely,

Margaret Lewis,
Boston, Mass.

Dear Editor:

I see in Mr. Smalley's story that Bob Taylor will play opposite Janet Gaynor. Hooray! I think he's one of the finest young actors on the screen. He is my very, very favorite since *Magnificent Obsession*!

Sincerely,

Mildred Sumosky,
Cleveland, Ohio.

Bob Taylor's rise to screen prominence has been one of the most remarkable developments of the last six months. At M-G-M hundreds of letters arrive each day from devoted Taylor fans, and already the studio is making plans to advance Taylor to highest stardom.—The Editor.

Praise For Lovers

Dear Editor:

Next Time We Love, to my mind, was a magnificent picture. I was particularly pleased with James Stewart, since I had never before seen him on the screen. I think he has a great future. One cannot praise Margaret Sullivan too highly for her acting. She has an astonishing personality and a naiveté that is most pleasing.

Randall Jones,
Chicago, Ill.

We Knew This Was Coming

Dear Editor:

Who said Joan Crawford was stuck up? We "fair and stormy weather" fans deny this without a second's hesitation. You large number of "finder faulters" need a good kick—yes, out the front door.

Joan, the envy of every feminine movie fan since her marriage to Franchot Tone, is naturally the target of numerous sarcastic remarks. It isn't fair! Feature yourself the new bride of your "dream man." You'd rather spend your time doing things of no interest, would you? Of course you wouldn't! Then why criticize our innocent Joan?

Mary Wilcox,
Elysian, Minn.

HOLLYWOOD

I'm Ginger Rogers' Puppy Love

(Continued from page twenty-nine)

day, not right away of course. I'm not allowed in the house very much, because I leave my fur all over everything. I use to cry to get in. I had no idea what it was like, you know—so one day they let me in and made me stay in. Boy, was I glad to get home to my outdoors—their house is nice and all that—but I guess I was born an outdoor man.

I'm not quite certain just what kind of a dog I am. My mother was part collie, I think, but other than that I don't know. I vaguely remember that when I was a pup, I was very cute. You should have seen me. My coat was very woolly, and I didn't look a thing like I do now. Ginger took me in her arms and said, "I don't care what kind of a pup you are Rover, I love you." I guess that's where I lost my heart to her.

Did I tell you how I got my name? Well, when I was little, like I was just telling you about, I use to rove all over the house and they never could find me, so Lew called me "Rover"—he's smart like that.

● I SURE DO LOVE Ginger and Lew. I guess everyone does, because I've overheard many conversations, when people didn't guess I was listening. It sure does your heart good to hear them say things you already know.

They get along like no other couple you have ever seen. It just seems that no matter whatever one of them wants to do, that that's just exactly what the other one likes. They always seem to enjoy everything so much, whether it's just going for a drive, or going dancing, or whatever you call the hopping around humans do. Anyway I have it figured out the reason they like each other so much, is that it doesn't matter where they are or what they do, just as long as they're together.

● LEW LIKES to wear old slacks and things, and so does Ginger. I've seen them in these old things lots of times. You know, they stay home alone many evenings, and I can see them through my window, Lew playing the piano, and Ginger painting pictures.

They have a cat named Sister—I like her pretty well. She minds her own business, and every once in awhile, if I feel like it, I'll play a little bit with her. She had five baby kittens the other night, and she parades them all over the place. Ging' and Lew play with them quite a bit, but they haven't forgotten about me, so it's all right. Those kittens are kind of cute though—the first time I saw them, they didn't even have their eyes open, (I heard Ginger telling this one on me the other evening) and I went up to just see exactly what they were.

One of them spat at me and put its little foot right in my eye. It didn't hurt, but I lifted it out of the box, very gently, of course, and put it on the floor. It scared Ginger and Lew for a minute, but all I did was lick it a little, so they didn't make me go away. Lew said something about it being funny that a cat that didn't even have its eyes open knowing its enemy. I couldn't quite understand that . . . because I like the kittens. I feel sort of like a brother to them, if you know what I mean.

MAY, 1936

WHICH IS YOUR LUCKY NUMBER?



You May Think It is No. 1 When It Really is No. 3; Or No. 2 Rather than No. 4

The Wrong Shade of Face Powder Will Make You Look Years Older Than You Really Are!

BY *Lady Esther*

Are you using the right shade of face powder for you?

That sounds like a rather needless question, doesn't it? For there is nothing a woman selects more confidently than her color of face powder. Yet, it is an actual fact, as artists and make-up experts will tell you, that many women use altogether the wrong shade of face powder.

The shade they so fondly believe makes them look their youngest and most attractive does just the opposite and makes them look years older than they really are!

Brunettes think that because they are brunettes they should use a dark shade. Blondes think they should use a light shade. Titians think they should use something else.

Choose by Trying

The fact is, you shouldn't choose a face powder shade according to your "type" or coloring, but according to which one is the *most becoming* for you. After all, a brunette may have a very fair skin while a blonde may have a dark or olive skin or any shade between. The only way to tell, therefore, is to try all five shades which, experts agree, accommodate all colorings.

So fundamentally sound is this principle that I want you to prove it to yourself at my expense. I will therefore send you all five shades of my Lady Esther Face Powder free of charge and obligation. When you get the five shades, try all five on. Don't think that your choice must be confined to any one or two shades. As I say, try on all five. Maybe the very shade you think least suited to you is really your most becoming, your most flattering.

Stays on for 4 Hours

When you make the shade test of Lady Esther Face Powder, I want you to notice, too, how smooth this face powder is—how evenly it goes on and long it holds. By actual test, you will find this face powder adheres for four hours or more.

Write today for all five shades of Lady Esther Face Powder which I offer free. With the five shades of Lady Esther Face Powder I will also send you a 7-day tube of Lady Esther Face Cream. The coupon brings both the powder and cream.

(You can paste this on a penny postcard.) (22)

FREE

Lady Esther, 2030 Ridge Avenue, Evanston, Illinois

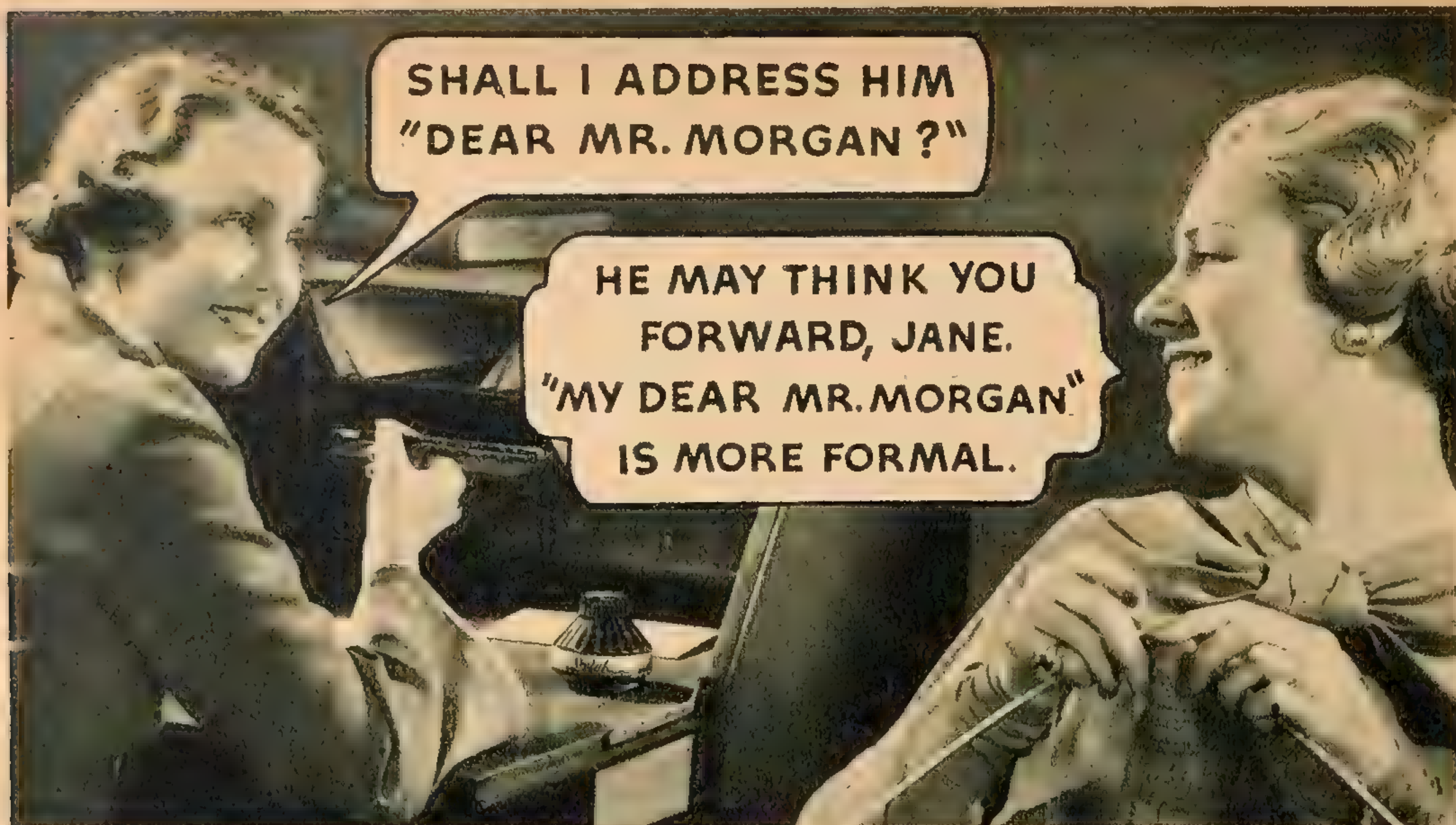
Please send me by return mail a liberal supply of all five shades of Lady Esther Face Powder; also a 7-day supply of your Lady Esther Four-purpose Face Cream.

Name _____

Address _____

City _____ State _____

(If you live in Canada, write Lady Esther, Ltd., Toronto, Ont.)



SOCIAL MISTAKES

That Make a Person Ridiculous

—Princess Rostislav cures them in her new little 20-page booklet "Guide to Correct Social Correspondence"

YOURS TO KEEP—FREE!

Parker gives it solely to introduce Quink, the new quick-drying, pen-cleaning ink!

How should an unmarried girl sign a note to a stranger? To an acquaintance? To an intimate? How should a married woman sign her name? A divorcee? A widow? A gentleman? What salutations and closes are correct? What address on the envelope? What colors of ink are outlawed for social correspondence?

What things must be included in an invitation to a married couple? To a bachelor? In letters of introduction? In congratulations? In notes of thanks? Or from a house-guest? What is omitted from a note of REGRET that should *always* be in a note of ACCEPTANCE?

Do you write "Warmly," "Hurriedly," or "Cordially yours"? When is it poor taste to include, "I remain" or "Believe me"? When is "Respectfully" NEVER to be written?

Social errors and omissions in correspondence are humiliating, costly, and suggest poor breeding. Write the right thing, in the right way, at the right time. All these courtesies and correct forms, religiously followed by the best social usage, are now explained—with actual examples—in the beautiful Princess Rostislav's "Guide to Correct Social Correspondence."

Here's how to get it, FREE—Simply go to any store that sells ink and for 15c get

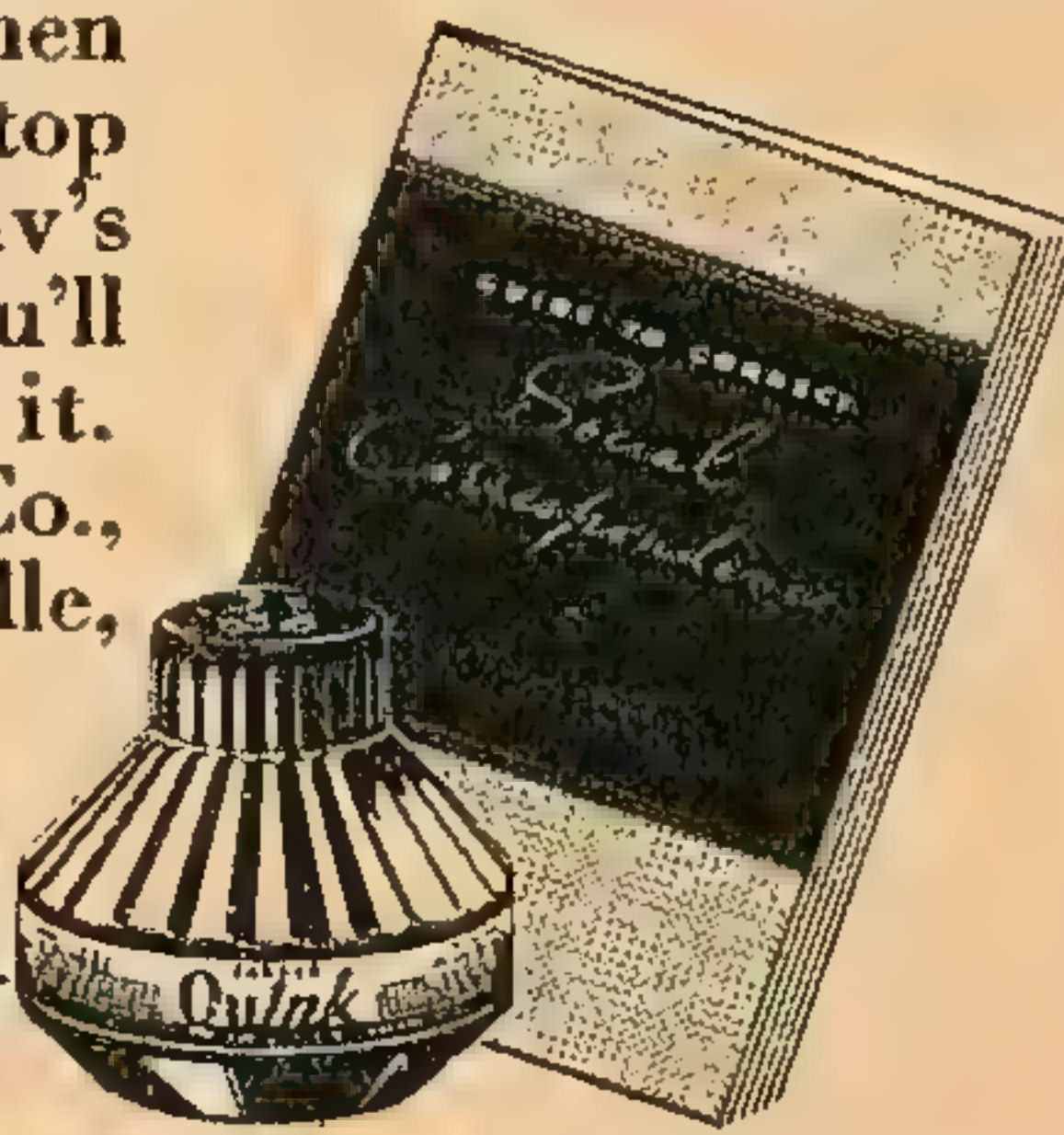
Parker Quink—an amazing, new discovery in writing ink. Tear the top flap from the box the bottle comes in. Letter your name and address on the back, PLAINLY. Then mail the box-top to The Parker Pen Company. We'll mail you Princess Rostislav's guide promptly, FREE AND POSTPAID.

But first note this—Quink is made two ways—(1) WASHABLE, and (2) PERMANENT. WASHABLE Quink, for home and school, is the only ink that can be spilled SAFELY on hands, clothes, woodwork, or rugs. Soap and water remove it without trace. But PERMANENT Quink lasts as long as the paper.

Yet both kinds of Quink cleanse your pen as it writes—a Parker or any other pen. And Quink will give your writing new distinction. Not watery—but rich and full-bodied, with a brilliancy of color.

Quink dries ON PAPER so fast you'll throw away your blotters and your present ink. Get Quink today. Then mail us the box-top for Princess Rostislav's priceless guide. You'll never part with it. The Parker Pen Co., Dept. 717, Janesville, Wisconsin.

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Quink



Made by the Makers of the Celebrated Parker Pens

MILLIONS USE
"HUSH"
for
BODY ODORS

10c
SIZE AT
10c STORES

HUSH
CREAM LIQUID POWDER STICK

YOU LOOK YEARS YOUNGER
YES DARLING, THANKS TO COFFELTS

IS GRAY HAIR MAKING YOU UNHAPPY?

COFFELTS'S 'never failing' Hair Coloring has made life happier for thousands of men and women in 30 Years Since its Discovery. Simple to use, no muss, no fuss, no need to match color.

COFFELTS'S users deceive their best friends as to age. Costs little. Gives quick positive results.

AT DRUG AND DEPARTMENT STORES
or send for Free helpful pamphlet.

Coffelt Chemical Co., Inc., Dept. F8, New York, N.Y.

USED SINCE 1906
COFFELTS
NEVER FAILING HAIR COLORING

LAMP POST PORTRAITS



FRANCHOT TONE

FRANCHOT TONE is just half of his real name . . . which is Stanislaus Franchot Pascal Tone . . . was born with an eighteen-karat gold spoon between his lips . . . the son of Frank J. Tone . . . president of the Carborundum Company of America . . . should have followed in his father's footsteps . . . but was sidetracked while at Cornell University . . . and has never regretted it.

Possesses a subtle sense of humor . . . which kept him in hot water during his school-days . . . was always at the head of his classes . . . which made his instructors dismiss his boyish pranks . . . wears a Phi Beta Kappa key . . . or, to be more accurate, has one . . . which he doesn't wear.

Likes to read detective and mystery stories . . . was educated at private schools in the East and abroad . . . began his professional career as an assistant stage manager in a Buffalo, New York stock company . . . first acting opportunity arose when the company juvenile became ill . . . and Franchot replaced him . . . made his Broadway debut opposite Katharine Cornell . . . in *The Age of Innocence* . . . and his first screen appearance in support of Joan Crawford . . . who is now Mrs. Franchot Tone.

Bridge is the only card game he plays . . . Scotties are his favorite dog . . . and he'll argue with anyone . . . who says they're beautiful but dumb . . . thinks a sense of fair play is the most important single characteristic any person can possess . . . is an avid motion picture fan . . . speaks French fluently . . . never smokes pipes or cigars . . . enjoys dancing . . . but prefers doing it at home to the radio . . . rather than going out to stay-up-late places.

Drives his own car . . . and likes to fly . . . alternates between showers and baths . . . depending upon his mood . . . would like someday to be a motion picture critic . . . and write his reactions to the pictures he sees . . . is an ardent pacifist . . . his birthday is February 27 . . . he is six feet tall . . . has light brown hair . . . and grey eyes which are usually a-twinkle.

Plays a fairly good game of golf . . . isn't French.

Brief Guide

(Continued from page twenty-one)

Modern Times—(United Artists)—Charles Chaplin returns to the screen in good comedy. Maybe not his very best, but good.

Gentle Julia—(20th Century)—Jane Withers ascends the long trail to box office hits with this one. Tarkington stuff.

Desert Gold—(Paramount)—Rates mentioning because it represents top notch westerns.

Three Godfathers—(M-G-M)—Chester Morris, Lewis Stone and Irene Hervey do a western in nice style.

Snowed Under—(Warners)—George Brent, Genevieve Tobin, and typical Warner cast in a bang-up comedy.

Next Time We Love—(Universal)—A tragic, poignant story of career vs. marriage enacted by Margaret Sullavan and James Stewart.

The Milky Way—(Paramount)—Harold Lloyd's newest and perhaps funniest screen yarn. Swell supporting cast.

Prisoner of Shark Island—(20th Century)—The story of a Civil War martyr, Dr. Samuel Mudd, played expertly by Warner Baxter. Tragic but highly interesting just the same.

Captain January—(20th Century)—Shirley Temple turns orphan in this picture, one of her best. You'll love Guy Kibbee, Slim Summerville.

Desire—(Paramount)—Bogs down in spots, but all in all proves grand entertainment with Marlene Dietrich and Gary Cooper stand-outs.

Strike Me Pink—(United Artists)—Eddie Cantor fans will consider this his best one. Fun in an amusement park.

Every Saturday Night—(20th Century)—Family stuff—the same thing that happens in your own home—only here it is great entertainment.

Follow the Fleet—(RKO)—Ginger Rogers and Fred Astaire continue their hit parade. Swell songs, swell dances, and a new discovery named Harriet Hilliard who will catch your eye.

Just A Girl—(G-B)—Meet Jessie Matthews, the new British sensation, in a girl-imitates-boy rôle.

Ceiling Zero—(Warners)—The best Cagney-Pat O'Brien film in ages. Funny, dramatic, dynamic. Pretty near sensational.

Passing of the Third Floor Back—(G-B)—Conrad Veidt deftly handles the rôle of the Stranger who straightens out tangled lives.

Rendezvous—(M-G-M)—William Powell, Rosalind Russell in a World War spy story.

Frisco Kid—(Warners)—James Cagney, Margaret Lindsay, Donald Woods in a Barbary Coast story.

O'Shaughnessy's Boy—(M-G-M)—Wallace Beery and Jackie Cooper pluck at your heart strings in a circus picture.

Barbary Coast—(United Artists)—Miriam Hopkins, E. G. Robinson and Joel McCrea in a thrilling Barbary Coast yarn.

Big Broadcast of 1936—(Paramount)—Oakie, Crosby, Roberti, Burns and Allen broadcast. You just listen and applaud.

Remember Last Night—(Universal)—Robert Young, Constance Cummings, Edward Arnold in a mystery story setting.

Last Days of Pompeii—(RKO)—Vesuvius blows the lid off with Preston Foster leading the human plot.

I Live My Life—(M-G-M)—Joan Crawford glistens. Brian Aherne and a swell cast add to the fun.

Shipmates Forever—(Warners)—Annapolis story with Dick Powell and Ruby Keeler. You may be a little tired of the song by now.

The Clairvoyant—(G-B)—Claude Rains in the title rôle joins with Fay Wray to make this a superior seer picture.

Ariane—(British International)—Elisabeth Bergner scores a triumph. The problem: marrying a kept girl.

The Crusades—(Paramount)—Henry Wilcoxon, Loretta Young and a grand cast in a De-Mille spectacle.

Three Musketeers—(RKO)—Presenting Walter Abel in a new interpretation of the famous classic.

She Married Her Boss—(Columbia)—Claudette Colbert, Melvyn Douglas, Edith Fellows in a rollicking film.

Dangerous—(Warners)—Franchot Tone and Bette Davis co-star in a marvelous love story.

Littlest Rebel—(20th Century)—Shirley Temple captures the film as usual. Secondary honors to John Boles, Jack Holt, Bill Robinson.

Mr. Hobo—(G-B)—George Arliss returns in a typical poor-man-turns-rich picture. He is excellent.

Bride Comes Home—(Paramount)—Fred MacMurray and Claudette Colbert in a goofy kind of love story.

Mary Burns, Fugitive—(Paramount)—Sylvia Sydney, Melvyn Douglas and Alan Baxter in an absorbing crime story.

Ah, Wilderness—(M-G-M)—Lionel Barrymore, [Continued on next page]



It's a fear that every woman dreads—that fear of embarrassment. Over and over again, you've said—"I wish I could be completely safe!"

And now at last—you can! Modess—the new and utterly different sanitary pad—is here! *It's certain-safe!* It stays soft! It stays safe!



Yes—say goodbye to "accident panic"—once you discover certain-safe Modess.

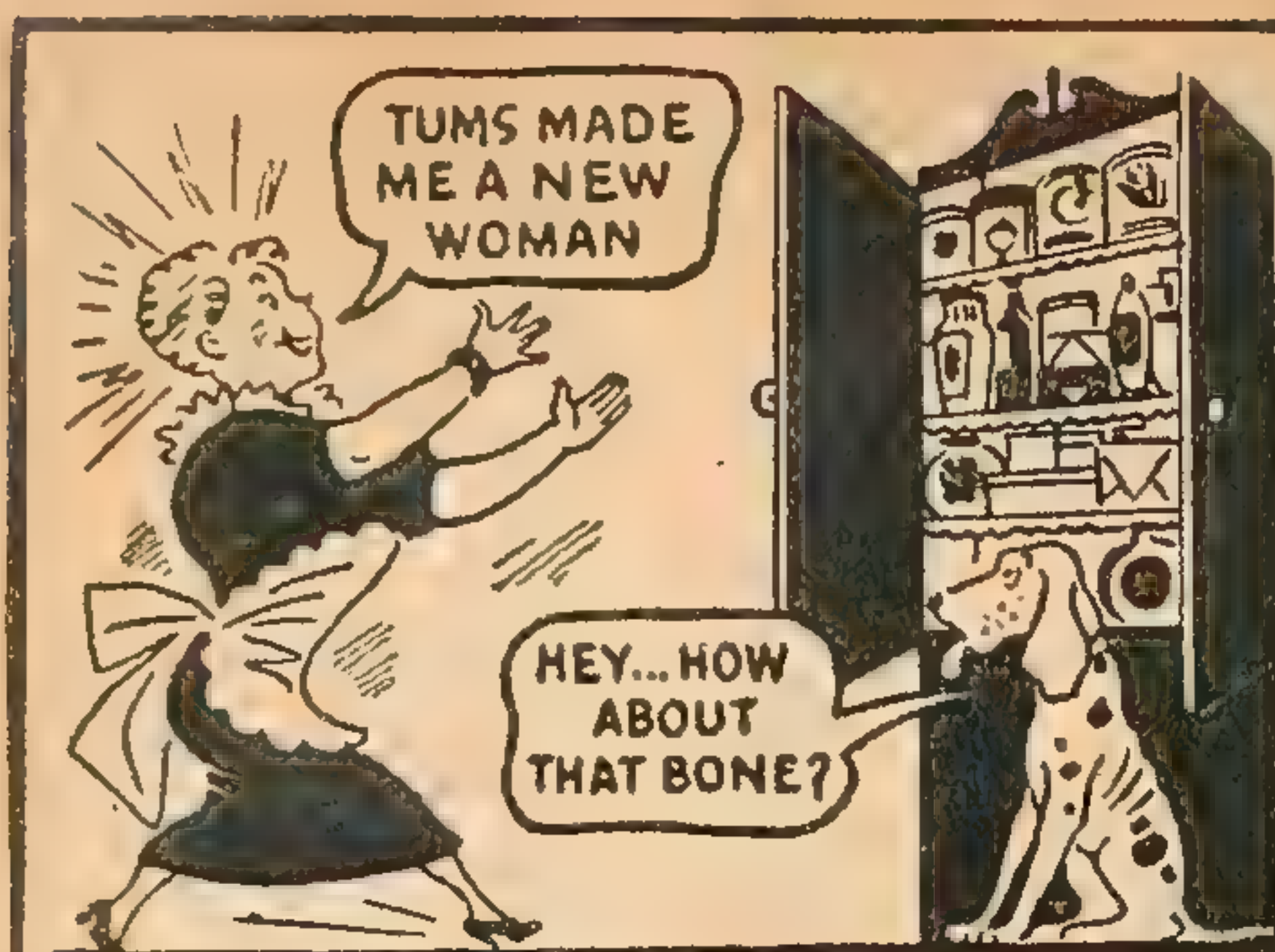
No striking through—as with many ordinary reversible pads. Notice the specially treated material on sides and back. Modess can't chafe—the edges stay dry. Just wear *blue* line on moisture-proof side away from body—and complete protection is yours!



End "accident panic"—ask for **Certain-Safe Modess!**

The Improved Sanitary Pad

Try N-O-V-O—the safe, easy-to-use, douche powder in its new Blue and Silver Box. Cleanses! Deodorizes! (Not a contraceptive.) At your drug or department store



OLD MOTHER HUBBARD
HAS FILLED HER BARE CUPBOARD
WITH ONIONS AND STEAKS AND CHEESES;
HER STOMACH FEELS GRAND
SINCE SHE KEEPS TUMS ON HAND...

Can You Finish This Jingle? \$250 IN CASH

And 100 Other
Valuable Prizes for
Best Last Lines

WRITE YOUR
LAST LINE
HERE

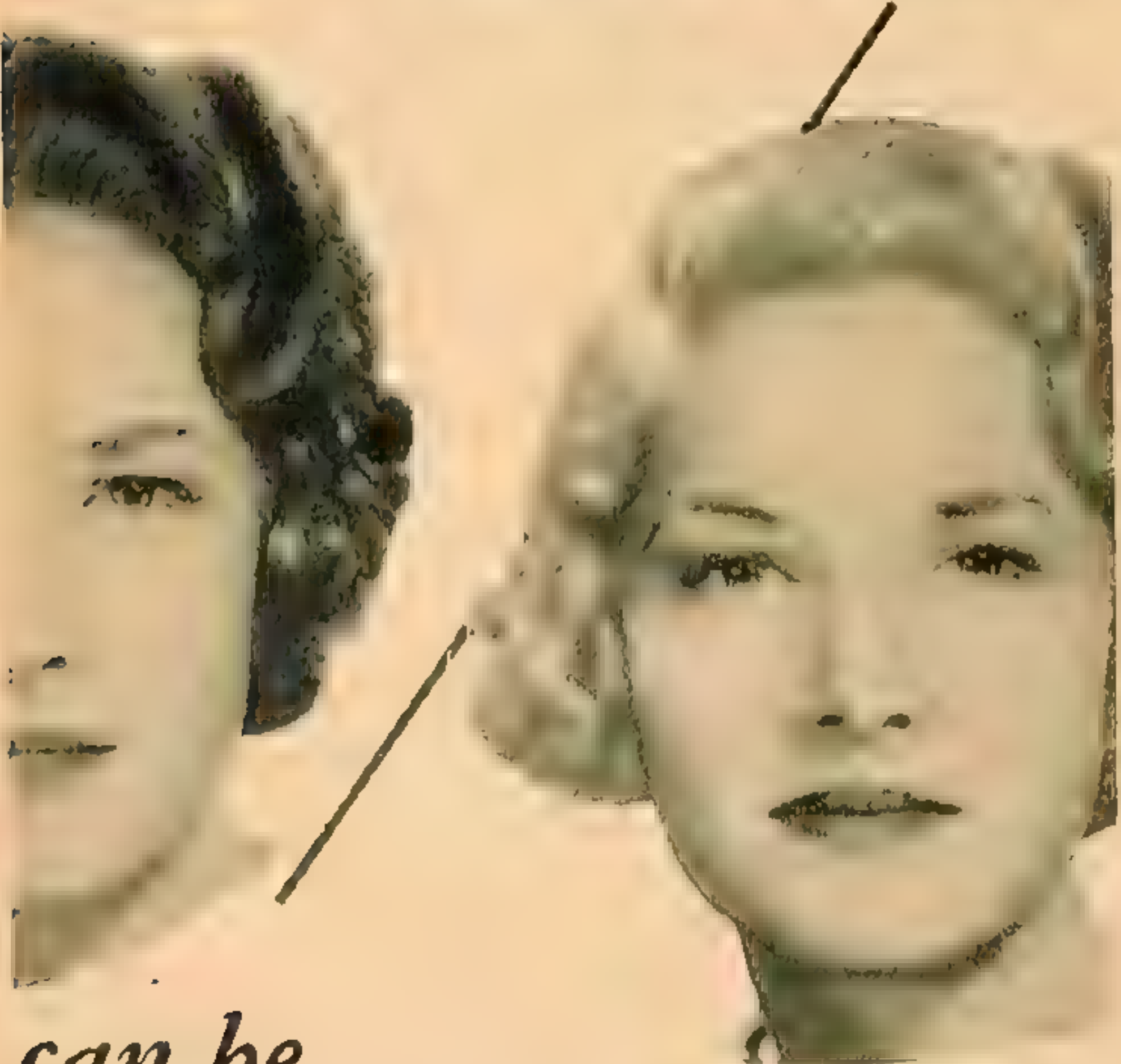
NO ALKALIES FOR ACID INDIGESTION

MILLIONS have found they do not need to drench their stomachs with strong, caustic alkalies. Physicians have said this habit often brings further acid indigestion. So much more safe and sensible to simply carry a roll of Tums in your pocket. Munch 3 or 4 after meals—or whenever troubled by heartburn, gas, sour stomach. Try them when you feel the effects of last night's party, or when you smoke too much. Tums contain a wonderful antacid which neutralizes acid in the stomach, but never over-alkalizes stomach or blood. As pleasant to eat as candy and only 10c at any drug store.



*A Valuable Prize For
Everyone Who Enters*

BLONDE HAIR that turned BROWN



can be
lightened 2 to 4 shades
with Shampoo-Rinse

BROWNISH Blondes, want hair that's golden, radiant, alluring? Of course that's your wish. Then do what thousands of gleaming, glamorous blondes do to keep their hair soft, silky golden. Use Blondex. This unique combination shampoo and rinse all in one, washes the most faded, brownish blonde hair 2 to 4 shades lighter in just one shampoo! And Blondex works its wonders safely, too. For it's an absolutely harmless rinse—not a harsh chemical or dye. Use Blondex today. Recapture that golden loveliness of childhood. Get Blondex today at any drug or department store.

BLONDEX THE BLONDE HAIR
SHAMPOO-RINSE

Can you write a last line to this jingle? It's easy! It's fun! And your "last line" may win one of the 158 valuable prizes! 1st prize—\$100.00; 2nd prize—\$50.00; 3rd prize—\$25.00; five prizes of \$5.00 each; fifty prizes of \$1.00 each; 50 Eversharp pencils; 50 hunting knives. Every entrant will receive a worth while gift besides. Get your information about TUMS from the advertisement at the left, then read the simple rules.

SIMPLE RULES

Write your "last line" in dotted line, tear out whole advertisement, and mail with your name and address to the address given below. If you submit more than one entry, simply write your additional "last line" on a plain sheet of paper. But EACH "last line" submitted must be accompanied by the wrapper from a 10c roll of TUMS which you can secure at any drug store.

Elaborateness will not be considered. Only skill with which "last line" is completed, and neatness will count. Every entry will be individually considered and acknowledged with a worth while free gift. No entries will be returned. Judges will be chosen by officials of the A. H. Lewis Co. In event of tie, duplicate prizes will be awarded. All entries must be postmarked not later than midnight of May 31st, 1936. Prize-winners will be notified promptly thereafter.

Address your entries to Contest Department, Room 22-B, The A. H. Lewis Co., 4th and Spruce Streets, St. Louis, Missouri. (Be sure to enclose wrapper from a 10c roll of TUMS.)

PIMPLY, ROUGH SKIN due to external irritation

Cleanse clogged pores—aid healing of the sore spots the easy Resinol way. Sample of Ointment and Soap free. Write Resinol, Dept. 4G, Balto., Md.

Resinol

KILL THE HAIR ROOT



The Mahler method positively prevents hair from growing again. Safe, easy, permanent. Use it privately, at home. The delightful relief will bring happiness, freedom of mind and greater success. Backed by 35 years of successful use all over the world. Send 6c in stamps TODAY for illustrated booklet, "How To Destroy Superfluous Hair Forever."

D. J. MAHLER CO., Dept. 566E, Providence, R. I.

SONGS FOR TALKING BIG ROYALTIES

paid by Music Publishers and Talking Picture Producers. Free booklet describes most complete song service ever offered. Hit writers will revise, arrange, compose music to your lyrics or lyrics to your music, secure U. S. copyright, broadcast your song over the radio. Our sales department submits to Music Publishers and Hollywood Picture Studios. WRITE TODAY for FREE BOOKLET. UNIVERSAL SONG SERVICE, 681 Meyer Bldg., Western Avenue and Sierra Vista, Hollywood, California

ANY PHOTO ENLARGED

Size 8x10 inches or smaller if desired. Same price for full length or bust form, groups, landscapes, pet animals, etc., or enlargements of any part of group picture. Safe return of original photo guaranteed.

47c



SEND NO MONEY Just mail photo or snapshot (any size) and within a week you will receive your beautiful life-like enlargement, guaranteed fadeless. Pay postman 47c plus postage or send 48c with order and we pay postage. Big 16x20-inch enlargement sent C. O. D. 48c plus postage or send 80c and we pay postage. Take advantage of this amazing offer now. Send your photos today. Specify size wanted. **STANDARD ART STUDIOS** 104 S. Jefferson St. Dept. 226-E, CHICAGO, ILLINOIS

Eric Linden and Wallace Beery in a small town family story.

Whipsaw—(M-G-M)—Myrna Loy returns in a jewel thief story, ably assisted by Spencer Tracy, If You Could Only Cook—(Columbia)—Herbert Marshall and Jean Arthur in a pleasing comedy.

Tale of Two Cities—(M-G-M)—Ronald Colman handles the main rôle gloriously.

Miss Pacific Fleet—(Warners)—Joan Blondell, Glenda Farrell and all the boys in a grand comedy.

In Old Kentucky—(20th Century)—It's a fitting farewell to Will Rogers. Fine heart-rending drama of the Blue Grass country.

Love on a Bet—(RKO)—Gene Raymond and Wendy Barrie in a so-so picture that threatens to become good entertainment.

THESE WILL PLEASE SOME FANS;
OTHERS MAY PASS THEM BY:

Colleen—(Warners)—Jack Oakie stands out, and goodness knows what happens to Ruby Keeler and Dick Powell. One of those things.

F-Man—(Paramount)—Sure, it's a takeoff on G-men, but not what it should be. Jack Haley, William Frawley, etc.

Splendor—(United Artists)—Joel McCrea and Miriam Hopkins make love again. Paul Cavanagh is more interesting as the third corner.

Behind the Scenes

(Continued from page twenty-two)

to delighted registrants. During its first week of operation the company paid off one \$500 claim, then became suddenly stymied when the Arizona Corporation Commission ruled that the concern, like other Arizona insurance companies, must post \$100,000 in collateral to continue operations.

Bank Night's inauspicious beginning was in a Colorado theatre in 1931. Devised by Charles Urban Yaeger when he was affiliated with Fox theatres in the midwest, the plan proved so instantly popular with both exhibitors and patrons that Yaeger resigned his post, organized Affiliated Enterprises, Inc.

● COMPETITION HAS BEEN PLENTIFUL. Yaeger sells Bank Night exclusively in thousands of small territories. To meet this new box office threat, rival exhibitors offer similar plans such as Cash Night, Buck Night, Money Night, Screeno, etc.

Bank Night has led to dozens of complications. In Los Angeles One Alexander Szymanski was sentenced from two to twenty-five years in San Quentin prison on fraud charges. Evidence presented at his trial revealed he allegedly used a 14-year-old girl to swing Bank Night prizes his way. Szymanski was asserted to have given the child a fake number corresponding to his own. When someone from the audience would be invited to draw the number, the child assertedly stepped to the stage, cleverly substitute her palmed ticket. From the judge came a stern rebuke for the convicted man, pity for the child.

Fox West Coast theatres in metropolitan Los Angeles found the Bank Night system to their liking, joined forces to provide larger pots. As many as 16 theatres, linked by telephone, weekly offered \$2,500. Drawing the number in one theatre, the results would be immediately sent to all theatres in the link and re-broadcast to crowds either inside or outside. The winner could claim his ticket no matter what theatre he was attending. With frequent failures to claim the lucky number, West Coast was thus able to claim "the world's largest Bank Night prize."

Topper's Reviews

(Continued from page seventeen)

trick. For average entertainment it will do. No music lover could regret having heard these two marvelous singers.

RHODES—(G-B)—A dynamic figure at the very height of England's imperialism, Cecil Rhodes' life offered fine fodder for an entertaining picture. Gaumont-British, seizing upon the opportunity, cast Walter Huston to portray the rôle. Huston handles the assignment excellently, bringing to the screen a clear cut picture of the genius who welded an empire in the heart of Africa. See *Rhodes* for its characterization of a man who, told that he was dying, lived for today and in his restless energy rejected death as inconvenient. The picture's sole romance is in the pioneering of Cecil Rhodes in South Africa. Its power comes from the fact that here is an authentic hero whose dreams brought forth Rhodesia, England's rich diamond country of South Africa.

ROAD GANG—(Warners)—Prison brutality is the theme of *Road Gang*, Donald Woods the hero. Woods, a young journalist, refuses to tie up with a political gang. As a result of a frame-up, Woods is sent to the penitentiary for five years. A thrilling prison break changes the trend of events, and Kay Linacker, as his girl friend, smashes the gang dominance. Woods handles a difficult rôle most expertly, manages to make a stark picture good entertainment.

SONG AND DANCE MAN—(20th Century)—Another backstage story, *Song and Dance Man* gets by more because of human interest than anything spectacular on the stage. Paul Kelly and Claire Trevor start out as a punk tap team. Michael Whalen, a rich young bachelor, wins a break for Miss Trevor who shows some promise. Kelly fades from the scene, only to return later and lend a helping hand when the dance director of the stage show plots Miss Trevor's defeat.

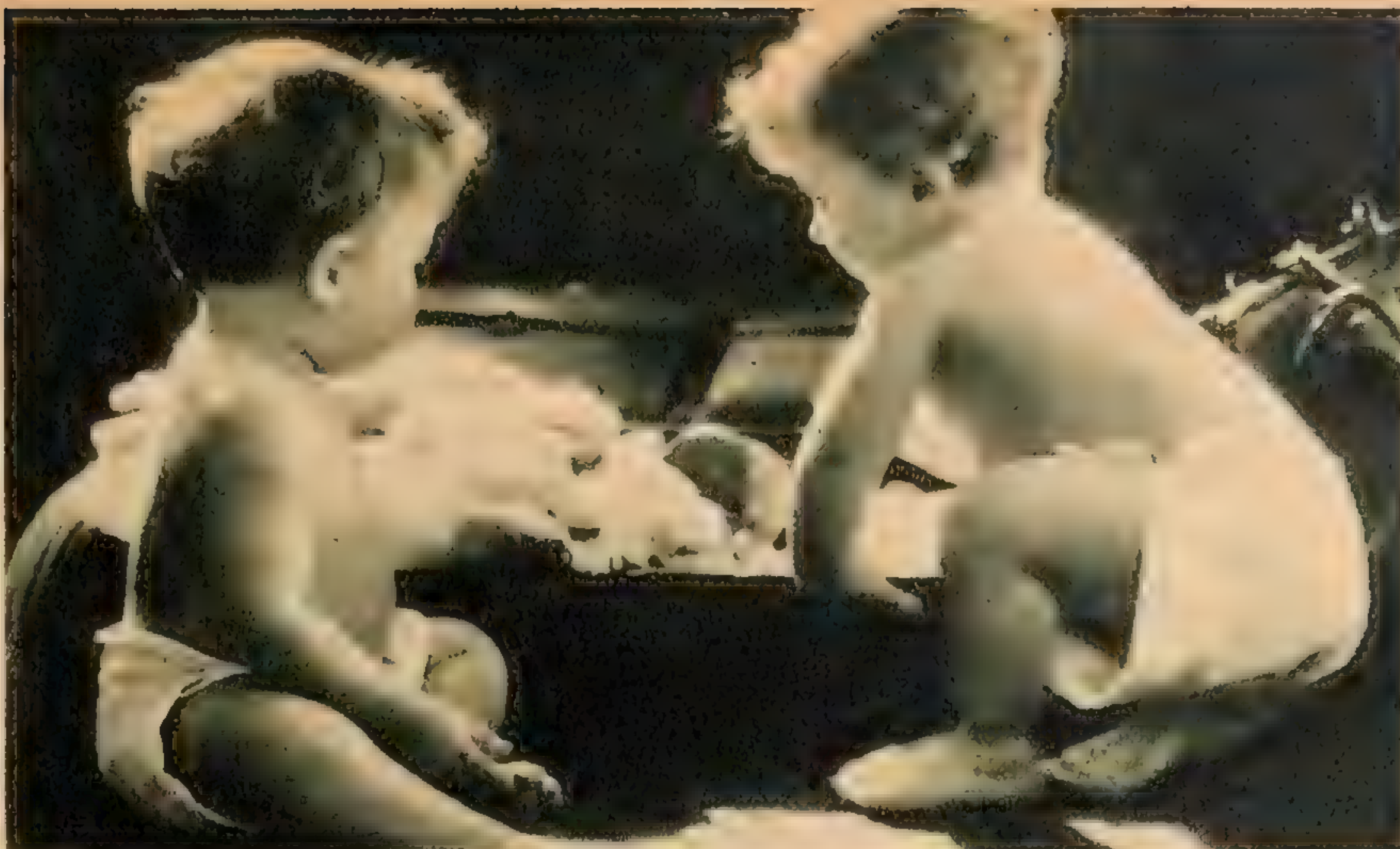
Movieland Tour

(Continued from page fourteen)

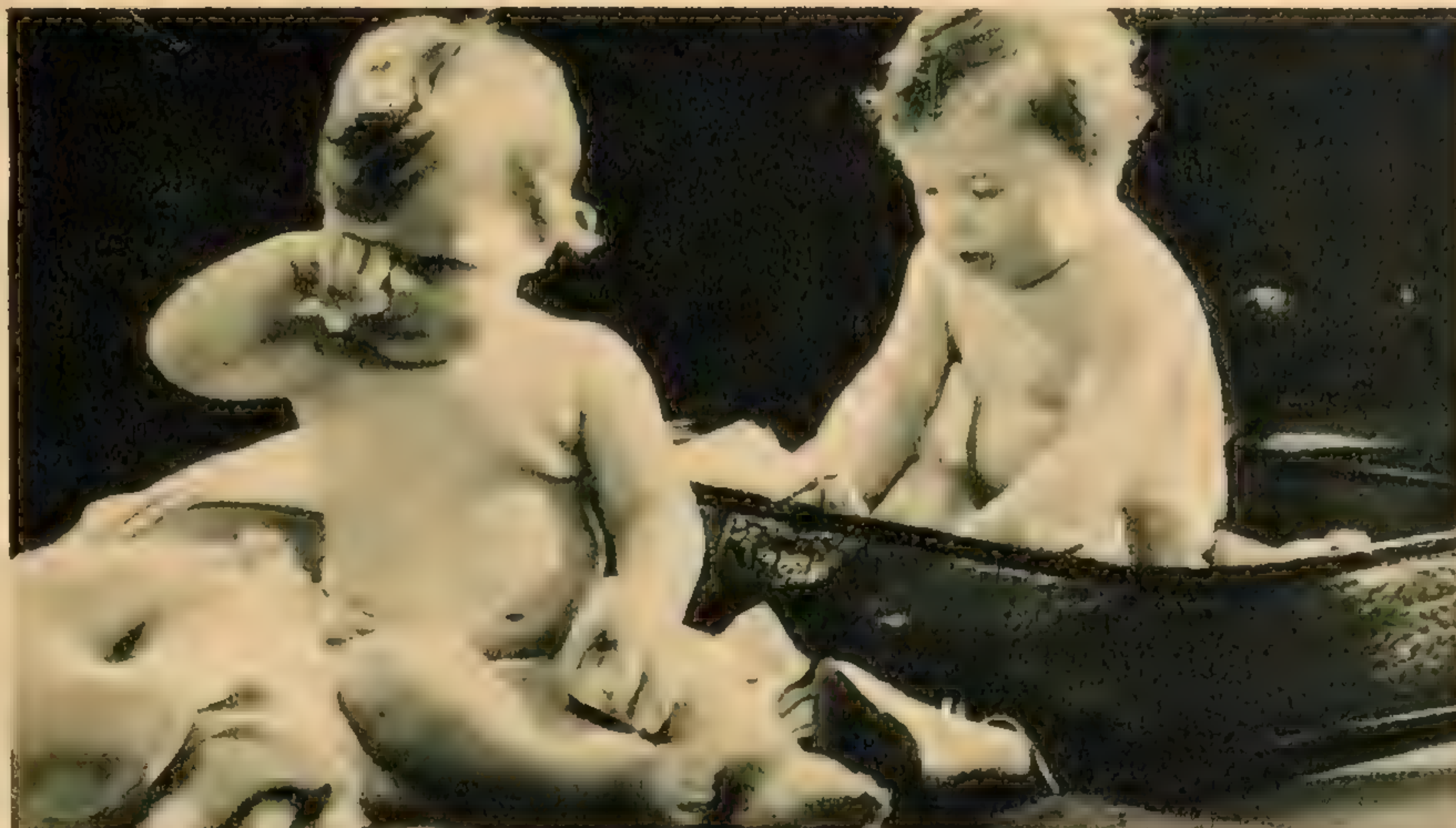
visit. Universal has facilities for serving lunch, and stars will be there.

Host for the August cocktail party will be popular Donald Woods, recently seen in *Tale of Two Cities*, *Road Gang*, *Story of Louis Pasteur*, *Frisco Kid* and others. Drop in at the theater and get acquainted with Donald—then you'll be ready to discuss pictures with him when you meet him. His beautiful Beverly Hills home will be the scene of this party, with many stars invited to be present.

As only 200 persons can be taken on each tour, your reservations should be filed early. For complete details, send for free booklet, or to make sure of your reservation, send \$10. (per ticket) and space will be held. Due to group economies, the trip costs under \$200. Address your request for booklet to Mr. Joe Godfrey, Jr., Movieland Tour, 360 North Michigan Boulevard, Chicago, Ill.



• *"Listen—you're my twin and best pal—but it'll be a cold day when I go traveling with you again! Crab-whine—boo-hoo . . . all the way home! I know what you need though—watch me unpack our suitcase and get it!"*



• *"Now stop your whimpering! I know you're chafed and hot and cranky—I don't feel any too comfortable myself. I am hurrying, aren't I? I'll find it if I have to dig clear through to China!"*



• *"There you are! Now will you take back what you said about me? Sprinkle yourself with that soft downy Johnson's Baby Powder and smile for a change. And then give some to Sister!"*



• *"I'm Johnson's Baby Powder—I'll defend your baby's skin from chafes and rashes . . . I'll keep it soft and satin-smooth—I'm that way myself! No gritty particles in me as in some powders—and no orris-root. I'm made of the purest, finest Italian talc. (Your baby will like Johnson's Baby Soap, Baby Cream, and Baby Oil, too!)"*

Johnson & Johnson
NEW BRUNSWICK NEW JERSEY

Look West...



for Your
Summer's
Vacation

Let Northern Pacific help plan your summer vacation trip to the fascinating wonderlands of Western America. Mail the coupon for information. There is no obligation.

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- ☐ PACIFIC NORTHWEST
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Men! Women! Beauty expert tells in thrilling book sent free how you can easily erase wrinkles, "crow's feet", hollow cheeks, double chin and other marks of age.

5 minutes a day in your own home by an easy method of Facial Exercise that any one can do. The method is fully explained with photographs in a new sensational book sent free upon request in plain wrapper. PAULINE PALMER, 1081 Armour Blvd., Kansas City, Mo. Write before supply is exhausted.



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Name.....
Address.....
"DARK-EYES" Dept. 26-E, 412 Orleans St., Chicago, Ill.

What They're Filming

(Continued from page ten)

the opening scene—the last one before the cameras folded up and breathed a sigh of relief.

Miss Moore, playing the role of the princess popularly known as Cissy, goes in to argue with her beer loving father, Max (Walter Conolly). She argues with him, kicks his feet off elegant furniture, goes temperamental in magnificent style. Max takes refuge in his beer, sips and splutters replies.

They shot the scene once and Walter drank a bottle of beer. But someone had coughed and they shot it again. Another bottle of beer was shot. Then came a third scene and a third bottle for good measure, after which they swung the camera closer and launched a fourth "take." No one can call Walter a poor sport. He drank his beer as best he could, and almost got away with it.

But not quite. They were just fading out the last scene when the great von Sternberg, in true von Sternberg style, got playful.

"Drown yourself in it, Walter," he boomed out, "and keep those cameras grinding."

Conolly cast a baleful glance over the beer mug and gulped down one more swallow.

"Higher, Walter!"

Conolly groaned, tipped the mug high in the air. Beer trickled down his chin, over his brilliant costume. He swallowed until his eyes began watering, then slammed down the mug and said, "Nuts!" It took him that long to realize von Sternberg was just playing and Miss Moore was in hysterics laughing at him.

Put von Sternberg and Grace Moore on a set and you have a show—one that continues long after the cameras have stopped grinding. They're always cutting up or acting up, and maybe just occasionally blowing up!

The story is simple, yet sparkling: Franchot Tone is a young emperor being forced into a royal marriage by his government to Grace Moore's sister. Grace goes to the palace incognito, meets Franchot, and a love affair develops. Only at the climax does Franchot find she too is of the nobility and that he can take her as his queen.

All "props" were authentic, thanks to von Sternberg's insistence. Most outstanding prop was the royal carriage, a relic from the time of Napoleon. The studio payed \$500 a week rental, posted a heavy bond against damage to the vehicle. Built originally for Napoleon, the carriage comes from Versailles. On its cushions have sat such royalty as Czar Alexander I of Russia, Empress Eugenie, Czar Nicholas II, Czarina Alexandria.

Other unusual props include: high-wheeled bicycles; one of the first repeating rifles; a 14-karat gold dinner set; authentic paintings of the period.

For the spectacular garden scene 32 truck loads of leafy brush and trees were used, sprayed with 100 gallons of aluminum paint. Gravel in the courtyard looked real, yet actually was of rubber composition.

Miss Moore was given two hours notice before appearing on the set. Hairdress, costume and make-up required that much time. Ten make-up men, four dressers and five wig-makers worked a similar amount of time preparing the extras each day.



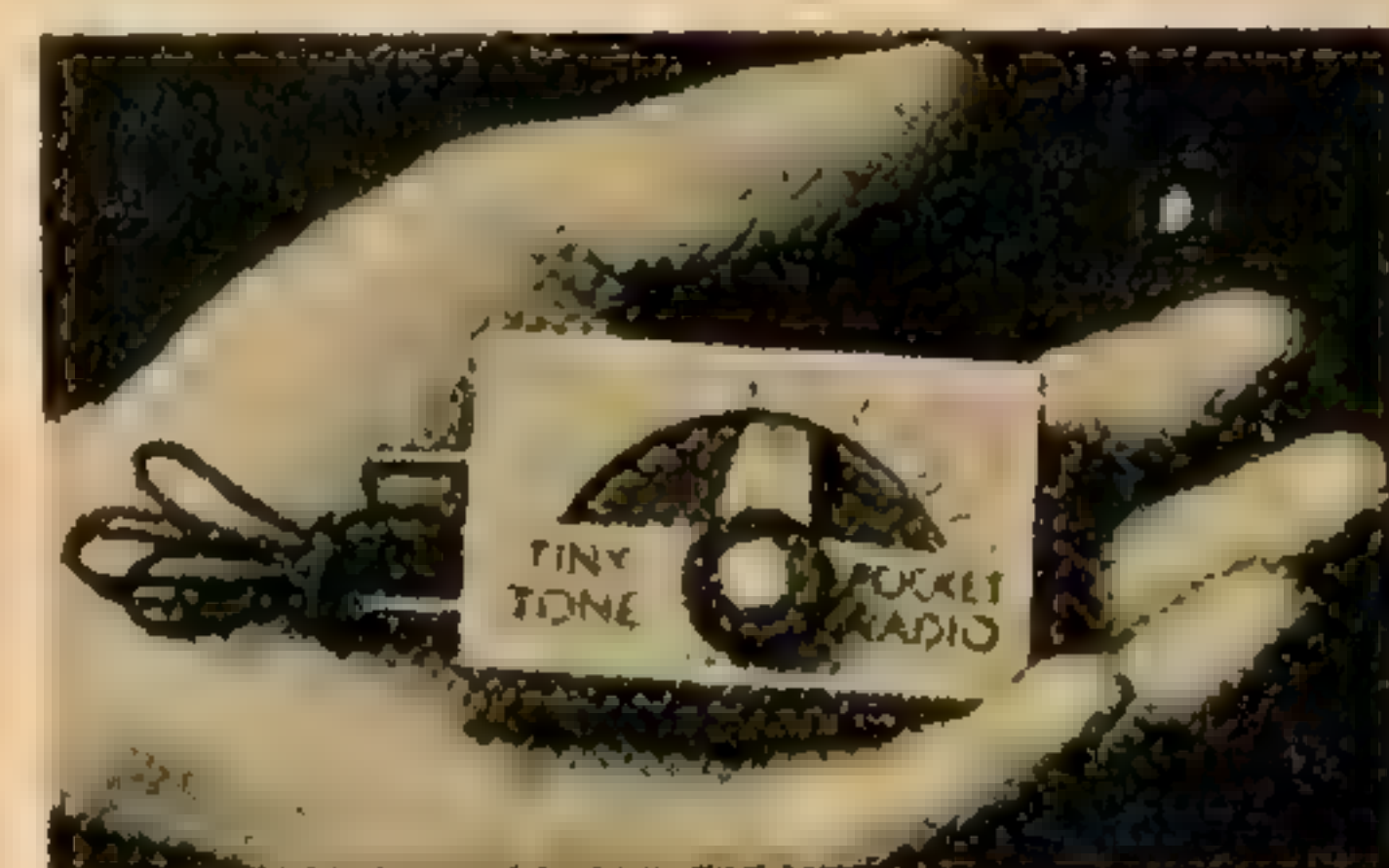
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to Safely Tint

GRAY HAIR

Now, without any risk, you can tint those streaks or patches of gray or faded hair to lustrous shades of blonde, brown or black. A small brush and Brownatone does it. Prove it—by applying a little of this famous tint to a lock of your own hair.

Used and approved—for over twenty-four years by thousands of women. BROWNATONE is safe. Guaranteed harmless for tinting gray hair. Active coloring agent is purely vegetable. Cannot affect waving of hair. Is economical and lasting—will not wash out. Simply retouch as the new gray appears. Imparts rich, beautiful color with amazing speed. Just brush or comb it in. Shades: "Blonde to Medium Brown" and "Dark Brown to Black" cover every need.

BROWNATONE is only 50c—at all drug and toilet counters—always on a money-back guarantee.



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COMPLETE
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Fits in any small pocket easily. Weighs only 4 ozs. as shown. Comes in four beautiful colors (Black, Green, Brown, White). No tubes, batteries, or electrical connections needed! Nothing to wear or need replacement—will last for years—only one moving part! Separate and receives broadcast stations with beautiful clear tone. Range up to 50 miles—MUCH GREATER under good conditions—very little static or interference! Can be used by ANYONE ANYWHERE! NO CRYSTALS TO ADJUST! Absolutely complete with midget phone and instructions to use while in bed, hotels, at home, autos, offices, camps, on bicycles or any place you may be. No complicated or messy hookups—takes only a second to connect! THOUSANDS OF SATISFIED OWNERS. THESE ARE FACTS! Send only \$1.00 and pay postman \$1.99 plus postage on arrival or send \$2.99 (Cash, M. O. Check). Ideal Gift. Guaranteed. ORDER NOW! State Color. Foreign orders 65c extra.

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Executive Accountants and C. P. A.'s earn \$3,000 to \$15,000 a year. Thousands of firms need them. Only 14,000 Certified Public Accountants in the U. S. We train you thoroughly at home in spare time for C. P. A. examinations or executive accounting positions. Previous experience unnecessary. Personal training under supervision of staff of C. P. A.'s, including members of the American Institute of Accountants. Write for free book, "Accountancy, the Profession that Pays."

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Snag-Proofed Hosiery Wears Twice As Long Ladies! Introduce FREE ACTUAL samples Snag-Proofed, Ringless Silk Hosiery to friends. CUTS HOSE BILLS IN HALF. Individual lengths. Low priced. Experience unnecessary. No house-to-house selling. Write for Two Actual Sample Hose Free. Give your size.

AMERICAN SILK HOSIERY MILLS
Dept. A-61, Indianapolis, Ind.

Try Shirley Temple's Diet In Your Home

(Continued from page forty-two)

furniture is white, but bears, elephants, ducks—all the animal kingdom peeks out at one from the upholstery.

As we entered the playroom, Shirley rushed over to show me a doll. "Look," she invited, shaking the doll back and forth. "Hasn't Letitia the funniest eyes?" And Letitia performed for me, rolling her orbs in a very droll fashion.

Miss Barkley explained Letitia happens to be Shirley's favorite name at present, and is her esteemed doll. "The name was Jacqueline last week," she added.

So you see, Shirley is just a little girl after all, loving dolls and the more fancy the name, the more fascinating to her.

● THEN MRS. TEMPLE arrived. One could sense immediately that she is a most capable mother and business-woman combined. Yet, busy as she was at the moment, she was so sweet and unassuming, one felt at ease. Incidentally, Mrs. Temple has as much charm and beauty as many of our stars.

Knowing that mothers all over the globe would be interested in little Shirley's daily routine, I asked Mrs. Temple about her diet and how her hours were arranged.

"If Shirley is working in a picture, we have to be at the studio by nine," explained Mrs. Temple. "If she just comes to the studio for rehearsals or her lessons, we arrive at ten. Naturally, the time she arises is governed by these circumstances. Upon awakening, I see that she has a large glass of orange juice, as I believe any of the fruit juices are most nourishing.

"When bathed and dressed, she has her breakfast, and it is amazing how much a child will consume! There is always a cooked cereal served, also stewed fruit, milk, and now, boiled eggs.

● MRS. TEMPLE continued, "As Shirley eats nothing during the morning, she is ready for her heavy meal at noon. Usually this consists of soup, meat, vegetables, and bread and butter, not to mention a glass of milk and dessert."

"I suppose she has a light supper?" I asked. "I know doctors advise this for children."

"Soup, vegetables, a light salad, and more fruit," agreed Mrs. Temple. "At night Shirley usually has a malt drink for a change from plain milk."

During this conversation, Shirley and Miss Barkley had been in the school room tussling with spelling. It seems that morning they were on the "ing" words, and her teacher said all sixteen of them were perfect.

I asked Mrs. Temple to give me a few of Shirley's favorite dishes and the way they were prepared so I could pass them on to you.

BAKED BANANAS

Peel the bananas, cut lengthwise, and place in buttered casserole. Sprinkle with a little brown sugar and pour a tablespoon of water for each banana over them, and a little lemon juice. Bake in a moderate oven until a golden brown.

BLANC MANGE

$\frac{1}{4}$ cup cornstarch
 $\frac{1}{4}$ cup sugar

Men who know beauty

NOW ADVISE

CHOOSE YOUR MAKEUP BY THE
COLOR OF YOUR EYES...



Russell Markert, Associate Producer, Radio City Music Hall: "The Rockettes are lovely in Marvelous the Matched Makeup. A face, like a stage setting, a costume, is at its best in color harmony."

Vincente Minnelli, producer of "At Home Abroad": "Marvelous Eye-Matched Makeup follows the same principle of color-theme that theatrical producers use constantly."

Ski Weld, Portrait Painter: "The other day I painted pictures of four very lovely girls. Each was beautiful, distinctive, in the new Marvelous Matched Makeup."

ARTISTS, photographers, stage and screen directors... men everywhere who know beauty are telling girls about the new makeup "keyed to the color of your eyes."

It's Marvelous... the makeup that matches... face powder, rouge, lipstick, eye shadow and mascara... all in true color symphony. And a makeup you can buy with the certainty it matches *you*. For it's scientifically keyed to your personality

color, the color that never changes, *the color of your eyes*.

At your drug or department store now... full-size packages... 55 cents each. Ask for Marvelous Dresden type face powder, rouge, lipstick, eye shadow and mascara if your eyes are blue; Parisian if your eyes are brown; Patrician if they are gray; Continental if they are hazel.

Take a tip from these men who *know* the secrets of feminine beauty. Discover Marvelous the new Eye-Matched Makeup and thrill the man you like best... tonight!



SPECIAL! Drug and department stores offer at 55¢ a \$1.00-value Marvelous Matched Makeup Kit — junior sizes harmonizing face powder, rouge, lipstick, mascara, eye shadow. Or send 55¢ to Richard Hudnut, Fifth Ave., New York City. State color of eyes — blue, gray, brown or hazel.

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MARVELOUS *The Eye-Matched* **MAKEUP**
by **RICHARD HUDNUT**

SEE "SUTTER'S GOLD"
A Universal Picture
Starring
EDWARD ARNOLD
(Under personal contract to
..... B. P. Schulberg)

**Serve EDWARD ARNOLD'S
Hot TUNA Sandwich
For late evening suppers**

Melt ½ cup butter in top of double boiler. Add ¼ (scant) cup flour and stir until well blended. Add 2½ cups milk. Cook over hot water, stirring occasionally, until thick. Add 1 teaspoon salt, a dash each of pepper and cayenne, 3 tablespoons of lemon juice and ¼ cup mayonnaise. Blend thoroughly. Add 2 cups BREAST-O'-CHICKEN tuna fish shredded. Heat through, but do not stir. Serve over hot toast points. (Serves 6 to 8).

**Look for the...
BREAST-O'-CHICKEN BRAND LABEL
WHEN YOU BUY TUNA FISH**

The non-fattening
energy food with
a delicious flavor

**WESTGATE
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**HOW
TO HAVE
LOVELY
CURLS**

JANE HAMILTON
RKO Player

Take a tip from the screen's lovely stars. Enjoy the fresh beauty of a smart new hairdress made with Hollywood Rapid Dry Curlers... the curler used in the studios and homes of stars. You can dress your hair easily and quickly at home with Hollywood Curlers. Our FREE BOOKLET pictures coiffures, sketched in Hollywood, and tells how to do them. Write for it today.

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Please send FREE Hollywood Curler and booklet of smart Hollywood Hair Styles.

Name _____
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½ cup cold milk
1½ cups scalded milk
¼ teaspoon Morton's salt
½ teaspoon vanilla

Scald milk in double boiler. Mix the cornstarch, salt and sugar to the cold milk, add to scalded milk and cook over direct heat, stirring constantly until thick and smooth. Cover the mixture and cook over hot water for twenty minutes. Add vanilla. Turn into molds which have been wet with cold water, and chill. The dessert may be served with cream, or a sweetened fruit sauce.

HONEY TAFFY

1 cup honey
1 cup sugar
1 teaspoon vanilla

Boil sugar and honey together until they make a hard ball in cold water, or to 288 degrees if you have a candy thermometer. Add vanilla, and pour mixture on buttered dish to cool. Pull until white. If the pan in which the syrup is cooked is buttered around the edge, it will not boil over.

CREAMED CHICKEN

Four cups diced chicken
1 cup cooked peas
4 tablespoons butter
3 tablespoons flour
2 cups rich milk

Cook flour and butter until they are thoroughly blended, add the milk, a little salt and pepper and 1 teaspoon of kitchen bouquet. Add chicken and peas to the cream sauce and keep hot in a double boiler. This recipe is nice when served on toast.

Here Comes the Show Boat!

(Continued from page eleven)

bustles or hoop-skirts could not be accommodated by ordinary automobiles of the present day.

Those not under call used every possible subterfuge known to get on the set when the scenes of a New Year's Eve in the Trocadero Music Hall were being filmed. The sequence depicting the reunion of the destitute Magnolia (Irene) and her father, Cap'n Andy, after years of separation, is considered by many to be the outstanding scene in *Showboat*. This set, filling every available foot of space on one of the great sound stages housed more than one thousand extras who carried on their revel to the strains of "Goodbye, My Lady Love" and "After the Ball."

It was here that Winner delivered his famous line: "E-p-p-y New Year!" later to be topped by "It's only the begin-n-i-n-g, folks!" Even to this day Winner often is greeted with "E-p-p-y New Year!" by strangers who recognize him on the street.

Even Composer Jerome Kern and script and lyric writer, Oscar Hammerstein II, played "hookey" from their chores at other studios to be present at the filming of the "show within the show."

Eight of the featured players have played in *Showboat* before the motion picture was made. Irene Dunne played it on the road; Allan Jones, her co-star, in stock in St. Louis; Paul Robeson played Joe in the first London offering; Hattie McDaniel, as Joe's wife, toured the Pacific Coast, while Helen Morgan, Charles Winner, Sammy White and Francis X. Mahoney started in the original production.

FRIEND SOLVED HEADACHES

"Try Famous
All-Vegetable
Laxative," She Said

Headaches were making her miserable. She felt tired, listless, too. Then she found that Nature's Remedy (NR Tablets) really corrected her intestinal sluggishness. NR Tablets are a combination of laxative elements provided by nature in plants and vegetables. Try them tonight. Note that they give thorough cleansing action that leaves you refreshed and invigorated. This trial means so much to you and is so simple to make. NR's contain no phenol or mineral derivatives. Non-habit forming. Only 25c—at all drug stores.



NR TO-NIGHT
TOMORROW ALRIGHT

FREE: Beautiful five-color 1936 Calendar-Thermometer. Also samples of NR and Tums. Send stamp for packing and postage to A. H. Lewis Co., Desk 70E-7, St. Louis, Mo.

The Best GRAY HAIR REMEDY IS MADE AT HOME

YOU can now make at home a better gray hair remedy than you can buy, by following this simple recipe: To half pint of water add one ounce bay rum, a small box of Barbo Compound and one-fourth ounce of glycerine. Any druggist can put this up or you can mix it yourself at very little cost. Apply to the hair twice a week until the desired shade is obtained. Barbo imparts color to streaked, faded or gray hair, makes it soft and glossy and takes years off your looks. It will not color the scalp, is not sticky or greasy and does not rub off. Do not be handicapped by gray hair now when it is so economical and easy to get rid of it in your own home.



ITCHING Torture

STOPPED IN ONE MINUTE

For quick relief from the itching of eczema, blotches, pimples, athlete's foot, rashes and other skin eruptions, apply Dr. Dennis' cooling, antiseptic, liquid D. D. D. PRESCRIPTION. Its gentle oils soothe the irritated skin. Clear, greaseless and stainless—dries fast. Stops the most intense itching instantly. A 35c trial bottle, at drug stores, proves it—or money back.

D.D.D. Prescription

No JOKE TO BE DEAF

—Every deaf person knows that—
Mr. Way made himself hear his watch tick after being deaf for twenty-five years, with his Artificial Ear Drums. He wore them day and night. They stopped his head noises. They are invisible and comfortable, no wires or batteries. Write for TRUE STORY. Also booklet on Deafness.

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ORIGINAL POEMS, SONGS
for immediate consideration
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NO NOTES - NO SCALES - NO EXERCISES / **COURSE**

If you can whistle, sing or hum—you have Talent. Let a popular radio pianist train your hands in THIRTY DAYS. TEN LESSON METHOD sent postpaid for \$1.00 or pay postman \$1.00 plus postage. NOTHING MORE TO BUY. Be your own TEACHER! Results Guaranteed. Accordion charts included free.

MAJOR KORD, DEL RIO, TEXAS

\$1 COMPLETE

Novelties in Fashions

(Continued from page thirty-eight)



Ready for a horseback ride into the Hollywood Hills, Paula Stone wears a complete outfit designed by Voris Linthacum

new super-fine leather to blend with the personality and individual taste of numerous film celebrities. Voris costumes were seen on the boulevard, at the smart night clubs—at the theatres.

Business boomed. Her studio was enlarged and more employees engaged and trained. Representatives were sent to smart shops across the country. Studio calls came requesting that she make up leather costumes for motion picture production.

● **AMONG THE MANY** stars for whom Voris has created unusual and dramatically chic outfits is the lovely Anita Louise whose picture graces the cover of this month's issue. Miss Louise poses in one of the two coats designed expressly for her blond type of beauty. This coat in a honey shade of chamois dyed to match her hair is a three-quarter length affair, sporty in line and novel in treatment featuring a high neckline finished off with three carved wood buckles.

Another smart coat in dark hunter's green was made for Anita to be worn with a pair of Tyrolean shorts in the same color.

Barbara Stanwyck, popular RKO star, is one of Voris' staunch supporters. For her, this shop imports the very softest suede possible and creates the most unusual styles and color combinations. Though she has many outfits in suede, there is one in particular, a white doeskin coat that is her prize possession. This sport coat made with raglan sleeves and action back presents a new innovation in a cigarette holder placed on the end of a braided chain that fastens in the lapel buttonhole.

For charming Frances Dee this shop has designed a clever white suede evening gown with skirt flared below the knees and a lei of pencil blue flowers outlining the deep back decolletage.

Voris has made for Bette Davis to wear in the new Warner Bros. picture, *Golden Arrow*, a striking white chamois evening coat with ruffled collar.

Every woman should make this "Armhole Odor" Test

If you deodorize only—because it is easy and quick—you will always have an unpleasant, stale "armhole odor"—test yourself tonight by smelling your dress at the armhole



THE more fastidious you are, the more surprised and shocked you may be when you realize that you cannot prevent "armhole odor" unless your underarm is kept *dry* as well as sweet.

Tonight, as soon as you take off your dress, smell the fabric under the arm. No matter how careful you are about deodorizing your *underarm*, you may find that your *dress* carries the embarrassing odor of stale perspiration.

This is bound to happen if you merely *deodorize*. Creams and sticks are not made to *stop* perspiration. They do not keep the underarm *dry*, so perspiration collects and dries on the fabric of your dress.

And the very next time you wear that dress, the warmth of your body brings out an unpleasant, stale odor.

Only one way to be SURE

Women who care deeply about good grooming know that there is no short cut to true underarm daintiness. They insist on the *complete* protection of Liquid Odorono.

WOMEN who want to be sure their dresses are free from "armhole odor" gently close the underarm pores with Liquid Odorono.

With Odorono, not even the slightest drop of moisture can collect on your dress to spoil the pleasant impression that you would otherwise make.

Odorono's action is entirely safe . . . ask your doctor. It works by gently closing the pores in that little hollow of the underarm. Perspiration is merely diverted to less confined parts of the body where it may evaporate freely and inoffensively.

No more ruined frocks

It takes a little longer to use Odorono, but it is well worth your while. In the end you save, not only embarrassment but your lovely clothes as well! You do away forever with those horrible underarm stains that even the cleaner cannot remove, that can ruin expensive frocks and coat linings in just one day's wearing. And there is no grease to stick to your clothes and make them messy.

Odorono comes in two strengths. Regular Odorono (Ruby colored) need be used only twice a week. Instant Odorono (Colorless) is for especially sensitive skin or emergency use—to be used daily or every other day. On sale at all toilet-goods counters.

If you want to feel the utter security and poise that Odorono brings, send for the two sample vials and leaflet on complete underarm dryness offered below.

RUTH MILLER, The Odorono Co., Inc.
 Dept. 5F6, 191 Hudson St., New York City.
 (In Canada, address P. O. Box 2320, Montreal)

I enclose 8¢ for sample vials of Instant and Regular Odorono and leaflet on underarm dryness.

Name _____

Address _____



Possible! Read carefully. Movie companies need "star material". Have scouts out looking for the right types. Perhaps your personality is what they want!

SEND US YOUR PICTURE

... so that we can recommend you for a screen and voice test if you appear the right type. Remember, it's personality quite as much as appearance that counts. YOU may be the one they're looking high and low for.

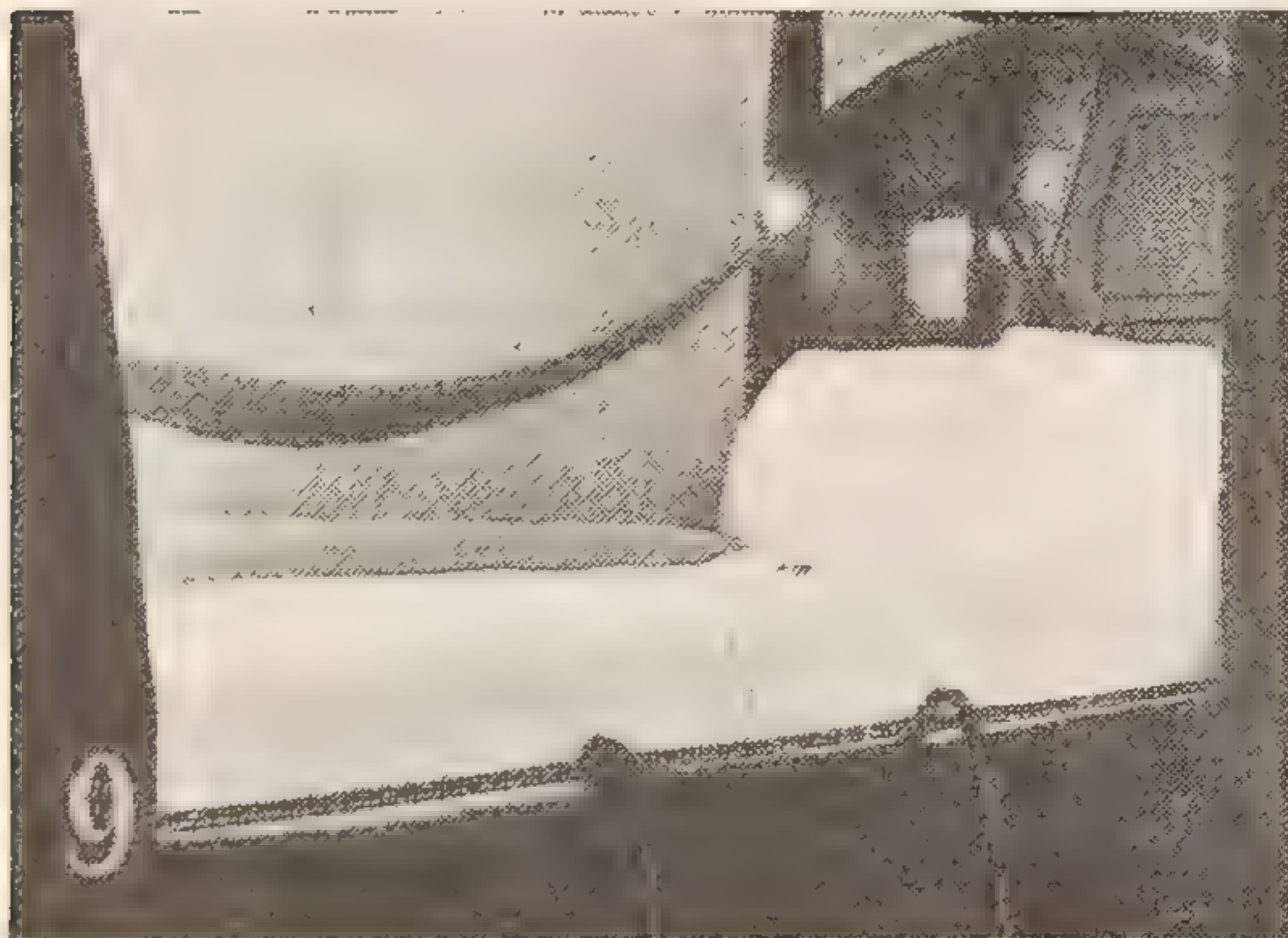
Pictures selected will be submitted to various movie studios for approval. Yours may be among them. With your picture (a snap-shot will do) send \$1 for a full 8-ounce bottle of the marvelous **LOCHELLE** lotion... a lotion to make your skin "expressive", to give your hands and face the smoothness of a baby's tender skin. The ingredients in this beautifying lotion are famous for their skin-glorifying effect; unexcelled for sunburn, windburn, powder base. Coupon is for your convenience. Use it today. And be sure to wrap your picture carefully.



THE LOCHELLE COMPANY
Chamber of Commerce Bldg.
Cincinnati, Ohio. Dept. F-1
For enclosed dollar* send me 8-oz.
bottle of LOCHELLE. I also send picture to be submitted to movie studios if suitable.

Name.....
Address.....
City.....State.....

*Ohio orders, send 3 cents additional to cover sales tax.



This berth to CALIFORNIA costs only \$6.80
(from Chicago)

—another reason why a Southern Pacific train trip to California costs so little these days. This is an upper berth in one of the new AIR-CONDITIONED tourist sleeping cars on our principal trains to California (*Golden State Limited, Overland Limited, Pacific Limited, Sunset Limited, Cascade*). A clean berth, large washrooms, porter service—all for only \$6.80 more each way (from Chicago) than the cost of your tourist rail ticket (\$68.80 roundtrip starting May 15).

Before you decide you can't afford a trip to California this year, write for our free folder: "How to Save Money on Your Trip."

Southern Pacific
Dept. FW-5, 310 So. Michigan Blvd.
Chicago, Illinois.

Perfume Enhances Beauty

(Continued from page thirty-four)

when she is mentally fatigued or bored.

Although these preparations are year 'round beauty aids, they seem unusually well suited to early Spring—when one hasn't thrown off the yoke of galoshes and heavy coats and is filled with lassitude and grim despair at the slowness of that first robin. . . . Our grandmothers called it "Spring Fever" and administered sulphur and molasses!

● If YOU ARE in just such a mood right now, let me prescribe the following treatment: A nice warm bath perfumed with the garden fragrance of bath crystals, followed by a brisk rub-down with tingling *eau de cologne* and then a light dusting of bath powder! The cure is immediate, and certainly a million times more pleasant than grandmother's!

It may seem strange to you that I should begin by talking about perfume and then, after a few paragraphs, launch into a discussion of bathing. But actually, the two ideas are very closely related. In this sense: Perfume enhances a woman's attractiveness *only* when she is immaculately clean. It automatically becomes "cheap" when used by anyone who is careless in matters of personal daintiness.

You waste your money buying rare perfumes if you do not bathe twice a day, use a deodorant or anti-perspirant as often as directions advise, wear fresh lingerie and hose each day and send your frocks to the cleaner regularly. Some of you may think that one bath a day is sufficient. It might be under *ideal* conditions, but few of us live that way. So it's much safer to have a bath in the morning, before putting on clean lingerie, and another at night, either before going to bed or before dressing to go out.

The belief that the skin thoroughly cleansed at night is still thoroughly clean in the morning is completely false. The body continues to function during the long hours of sleep, pouring onto the skin surface as much oil, perspiration and waste matter as during the day. And this collection of secretions should be removed by soap and water if we are to start the day really immaculately clean. Girls write to me saying that they cleanse their faces thoroughly before going to bed, but merely dash cold water on in the morning before applying make-up. And then they fail to understand why their skins develop blackheads! Candidly, it's just because they aren't truly clean. For those living in cities, at any rate, an imperceptible layer of dirt accumulates on the skin during the night, in addition to the natural secretions.

That's why I urge you to adopt the healthful and beautifying practice of a warm bath at night and another one, or at least a warm shower, on rising. The use of perfumed bath preparations will make these duties less arduous and much more beneficial. At night they will soothe and relax taut nerves and prepare you for peaceful sleep and in the morning they will help to rouse and freshen you for the day ahead.

If you like a perfume that has lots of lure and mystery, yet is buoyant and youthful at the same time, you might be interested in knowing that test vials of two perfumes (one for day and one for evening) answering the above description,

HOLLYWOOD SNAPSHOTS

Real photos of stars for your own album!

● Your screen favorites in actual life scenes! "Hollywood Snapshots" are miniature albums, only 10c each—every album containing 4 personal snapshots 2 3/4" x 4 1/4". 4 albums issued monthly—24 now available. Build a collection month by month—your own album second to none! Ask for "Hollywood Snapshots" at . . .

YOUR 5 and 10c STORE

Or send 10c each, cash, coin or stamps, for any issues you lack.

Anita Stewart Photo Publishing Co.
6156 Santa Monica Blvd., Hollywood, Cal.

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HOLLYWOOD

are now offered with a box of the firm's face powder for only \$1.10. The face powder is perfumed with the same essence as the evening perfume (one of the most popular on the market, by the way) and it comes in ten shades. The box itself is a dream of midnight blue and silver, with an amusing design, and the two perfume flacons harmonize nicely.

● **MOTHERS ARE USUALLY** so buried in practical affairs such as cooking and cleaning that they have very little time for personal luxuries. That's why I think it would be nice for you to give your mother a Mother's Day gift that will make her feel very giddy and luxurious. And what could produce that feeling more readily than lovely toiletries?

Specifically, I can suggest a box of violet-scented dusting powder and a bottle of violet *eau de cologne*, both for \$3. The powder comes in a pale violet metal box with a floral design and the *eau de cologne* in a tall, graceful atomizer bottle of violet hue. Both are packed in a pretty box with the legend, "To Mother" inscribed beside an old-fashioned bouquet of violets. I don't know why it should be, but violet-scented toiletries seem especially appropriate for mothers—probably because most mothers are modest and unassuming, too. If your mother is young and frivolous and thinks violets too Victorian, tell her that they're very swanky this Spring. If you like, I'll be glad to send you the name of this set.

The skin-beautifying effects of an oatmeal facial, without its messiness, can now be obtained in a powder that is easy and pleasant to use. Besides containing the properties of oatmeal that soothe, soften and cleanse the skin, this powder is lightly perfumed with lavender and presented in a convenient and attractive blue metal container. It can be used in a dozen different ways, for all types of skin, and is uniformly quick-acting and effective.

● **TO GIVE YOURSELF** a two-minute facial, cleanse your face with bland soap and water, then blend this powder to the consistency of paste with water. Rub this mixture gently all over your face and throat, concentrating on areas where large pores and blackheads appear. Leave it on for two minutes, then remove with a damp cloth or cotton. For extremely oily skin, it is advisable to mix the powder with an astringent instead of water; for dry, sensitive skin it should be mixed with a "melty" tissue cream or an oil. The action of this oatmeal powder is softening and refining—which means that it gradually conquers roughness, large pores and blackheads. A large container costs 65 cents and a trial size only 10 cents.

With an eye to your budget, the manufacturer of a cake mascara of proved quality has brought out 35-cent refills for his *de luxe* 75-cent box. He told me that the idea was adopted after a regular user of the product wrote, complaining that her medicine chest was full of empty scarlet-and-gold metal containers she didn't have any use for, but couldn't bear to throw away!

These new refills are very easy to insert. The used metal tray can be flipped out of the case effortlessly and the new one snapped in place just as nonchalantly. A new brush comes with the cellophane-wrapped tray and mascara, too. A splendid idea, this refill business, and one that you should investigate! A stamped envelope will bring you the trade name if you are interested.

MAY, 1936



What makes a girl "Click"?

JOAN is pretty. She is smart. And she is asked everywhere.

Barbara looks at Joan with secret envy. For Barbara, too, is pretty. And she is smart. But evening after evening, she is left at home alone.

Why? What makes one girl "click" socially and another fail, when both are equally good-looking?

The truth is, Barbara could be just as popular as Joan if it were not that she is careless—careless about something no girl can afford to overlook.

You can't blame people for avoiding the girl or woman who is careless about underarm perspiration odor. It's too unpleasant to tolerate in anyone, no matter how pretty she may be.

There's really no excuse for it these days when Mum makes it so easy to keep the underarms fresh, free from every trace of odor.

Just half a minute is all you need to use Mum. Then you're safe for the whole day!

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Please send free booklet and 32 sample lesson pages.

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City _____ State _____ Age _____

Adele Astaire Tells on Fred!

(Continued from page thirty-three)

a moment. Charlie has a grand sense of humor and he keeps me laughing all the time. I have always liked men with a sense of humor. Fred has one, and that made our trouping together for so many years a downright joy. I don't know what we would have done without humor.

● "ENGLISH MEN," continued Fred's sister, tucking one red patent leather high-heeled sandal (red lacquered toenails peeped through the straps) under her, "make excellent husbands. And do you know why? It's because they allow their wives to have 'ginks.' A 'gink' in England is the equivalent to America's 'boy friend,' but in America wives have to drop their 'boy friends' upon marrying. In England we don't, and it makes for most civilized matrimony.

"When our husbands are too busy with politics, and practically all of the upper class husbands dabble in politics, we call on our 'ginks' to take us to lunch, or to take us to a film in the evening. It's all absolutely platonic, understand, and we allow our husbands to take other women to luncheon. These associations seldom become messy 'affairs' and it makes married life much less monotonous, although I haven't found my four years of matrimony monotonous. It has been so grand to be in love and to do absolutely nothing, and do it all the time, that I'm as happy as I have ever been in my life.

● "I AM GLAD TO SEE Fred married, and happy. I think his wife is absolutely right for him, and that means a lot to me. Fred and I are practically twins. There are two years difference in our ages, but we think and react like twins, nevertheless. I know just the kind of girl that I think he should marry, and if he had married some other type of girl, I would have regretted it very much, but I never would have told him. Fortunately, he married exactly the right girl, but, of course, he couldn't have married the wrong one! Fred is the best judge of character that I have ever known.

"In all my life I have never known a person with the intuition that Fred has about people and circumstances. He plays 'hunches' and wins. He is never wrong. But please don't get me started talking about my brother. You'll hear nothing but superlatives if you do. We are a family that feels intensely about each other—there are just three of us now, mother, Fred and myself—but we never show it by kisses and caresses when we meet. If the occasion arises, however, we go through fire and water for each other. On the surface, we manage to pretty well disguise our emotions, but we love each other very deeply.

"I didn't know it for several years, but when I married, Fred felt terribly about it. He never said a word, never mentioned it, and it wasn't until later that I discovered just what breaking up our dancing team meant to him. Fred entirely approves of Charles. He hasn't always approved of the men that I have liked. One man, particularly, he didn't like at all, and he let me know it. That was before I knew Charles. Don't get the idea that Fred had the habit of censoring my friendships. He hadn't.

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HOLLYWOOD



The Monterey peninsula is the scene for part of *Small Town Girl*. Here you see Willie Fung, Bob Taylor and Janet Gaynor thoroughly enjoying the outing

● "FRED IS LIKE I AM. We are both terribly shy. You may not think I am, but it's true. Fred doesn't like to be interviewed, not because he is afraid of being misquoted, but because he is afraid of saying something that will sound entirely different from what he means when it appears in print. I don't like being written about either, for you can't possibly *know* me in the half-hour that you talk with me. The only way to really know is to be with me weeks or months. Then you would begin to know what I really am.

"We lead an easy life at Lismore. People always ask me, in America, about bath tubs. We have lots of them! And hot water in the castle.

● ADELE ASTAIRE did pretty well by herself when, in 1932 she married the second son of England's Duke of Devonshire, "an hereditary title," quoting from Burke's Peerage, that stretches into the dimness of the fourteenth century. In 1366 Sir John Cavendish was Chief Justice of the Court of King's Bench. The family's greatness was founded originally on the sharing of the abbey lands obtained at the disposition of the monasteries by Sir William Cavendish who had been Gentleman Usher to Cardinal Wolsey in the sixteenth century. "I'm the only wife of a Cavendish who is not an heiress," says Adele Astaire, Omaha-born dancing comédienne.

Lord Burlington is Adele's eldest brother-in-law, and to him will fall the title of 10th Duke of Devonshire upon his father's death. After that, in succession, is Charles, Lord Cavendish, who will assume the title in the event of his brother's death.

Fred's wife is the Park-avenued Phyllis Livingstone Potter, of very good family, and two weeks before sister Adele's arrival, Fred and his wife celebrated the birth of their heir, Fred, Junior. It may have been bittersweet news to Fred's sister, who has twice lost in attempts at motherhood. Children, I think, would bring the supreme joy to Adele Astaire's

MAY, 1936

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Here's lovely Claudette Colbert with Fred MacMurray and Robert Young, strolling around the Paramount studios lot

brimming cup of happiness. Fred and Adele are of Viennese descent, so if they remind you, in their perfection of timing and tempo, of Franz Josef's gay capitol, gayest in the pre-War world, blame it on their father, now dead. He was as Viennese as the Strauss Waltzes. His wife, the all-American Mrs. F. E. Astaire, paused for a moment's chat as her titled daughter talked with me. Adele (five feet three inches, slight, dark-haired, blue-eyed, vivacious, the feminine counterpart of her brother Fred) was wearing a celestial blue brocaded Chinese pajama suit with tiny red frogs fastening the jacket. It was a gift from Mrs. Astaire, Sr., and she wanted to know how her slim, whimsical daughter liked it.

"I spent three months at Lismore with Adele shortly after her marriage," Mrs. Astaire told me, "and after that I went to visit my husband's relatives in Vienna. It was my first trip to Austria and when I arrived I made the amusing discovery that all of these strange people, in a strange country, had the mannerisms of my son and daughter. Nature had given my children their father's racial characteristics, and few of mine."

THE ARRIVAL OF THE CAVENDISHES WAS Hollywood's signal to set the social top to spinning. "You have no idea how many friends I have here," wailed Adele. "And they all want to entertain us. Twenty years ago Fred and I came through here in vaudeville and no one knew us. Now it's entirely different. Did you know that Fred and I were taken off the stage in San Francisco, years ago, by the Gary Society because, according to their laws, we were too young to engage in theatrical work?"

Although Lady Charles (Adele, to you) repeatedly and firmly denied that she was returning to professional life, she made a film test for her old friend David Selznick, producer. "I wouldn't think of going into pictures when I haven't danced a step for four years," she said.



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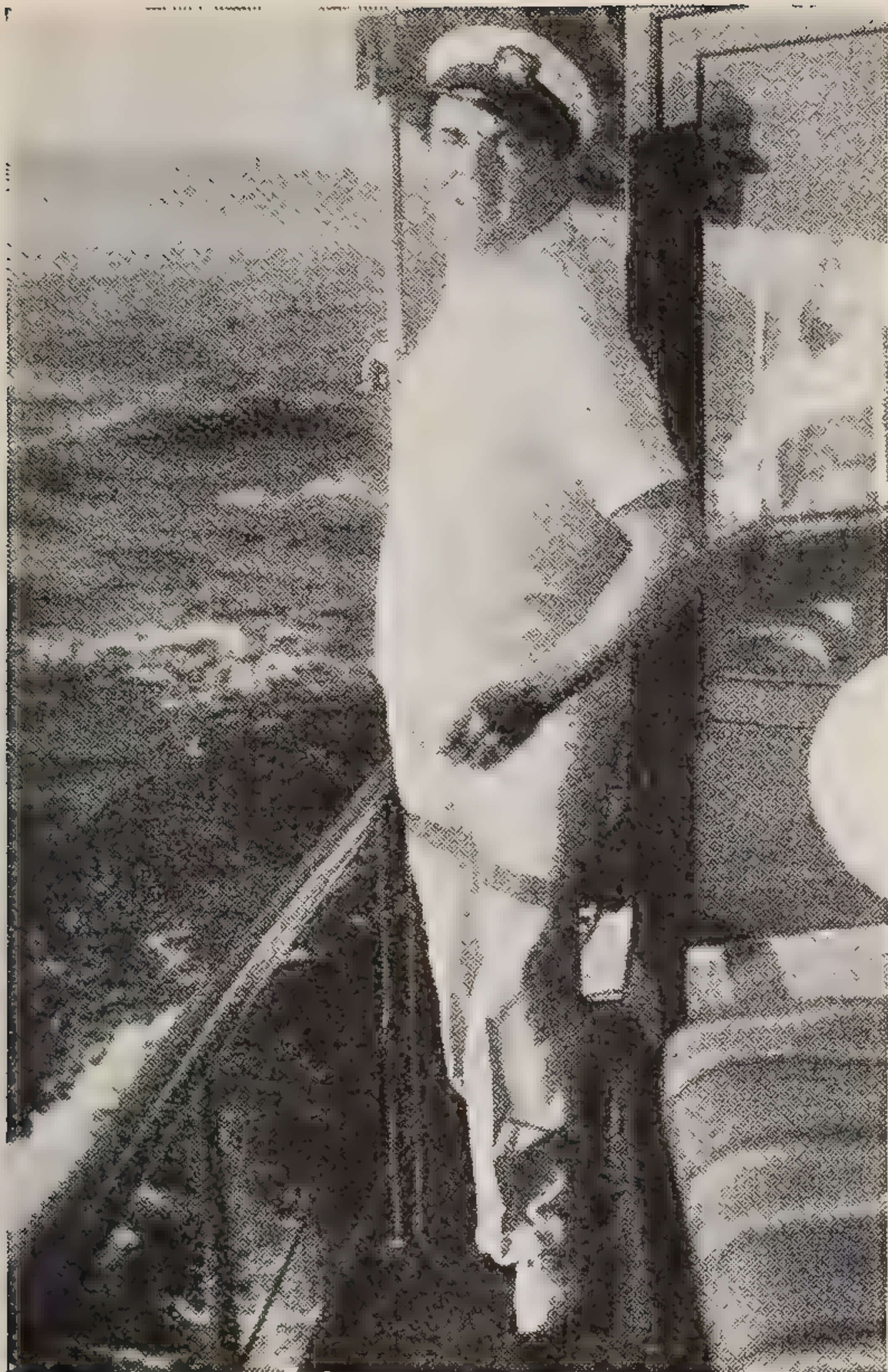
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Here's Leo Carrillo aboard his yacht, *The Thetis*, vacationing after his latest Columbia picture, *If You Could Only Cook*

Juliets I Have Known

(Continued from page thirty-two)

much that night. My whole being seemed tuned for the exquisite experience. I was very happy and very excited and very sad. I remember that I wanted to cry and that I did!

This Juliet was my third. I can't remember her name. Perhaps that is the greatest compliment I can pay her. I thought of her as Juliet. She had dark eyes and a very white skin and very dark hair; she was very beautiful. She lived in Verona. What does it matter that she had some other name than Juliet on a programme, that people bought and handled and threw away after the performance was over, only to remember, as I did, that she was Juliet!

● IN AUGUST 1919—after some soldiering in France I returned to Stratford to play Romeo again. It was to be my first Romeo in Stratford and Joyce Carey was my fourth Juliet. Of all my experiences in the theatre these performances of *Romeo and Juliet* in August, 1919, were the most complete I have ever known.

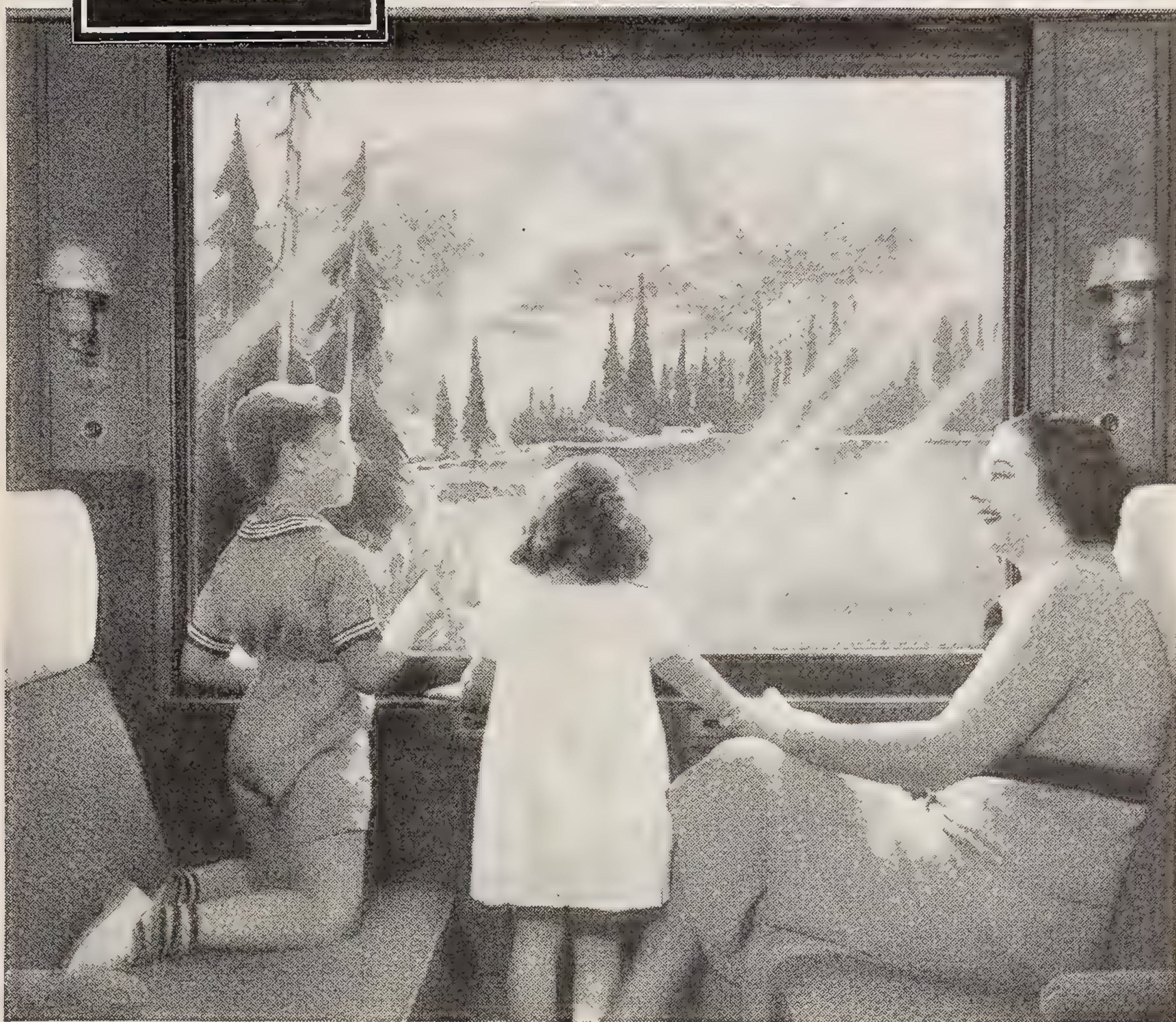
Joyce was nineteen at the time, I think—a lovely child whose Juliet had a piquant expectancy about it that I had never met before. We saw a great deal of each other and lived in an atmosphere of the play, walking together on moonlight nights over to Shottery where Shakespeare had courted Ann Hathaway, or we would seek the seclusion of the willow laden river banks or the silent inspiring little streets of Stratford herself. (The whole town, with the exception of ourselves, slept soundly long before midnight!)

● ON THE AFTERNOON before our first performance, we picked as many flowers as we could carry and walked with them to Shakespeare's grave where

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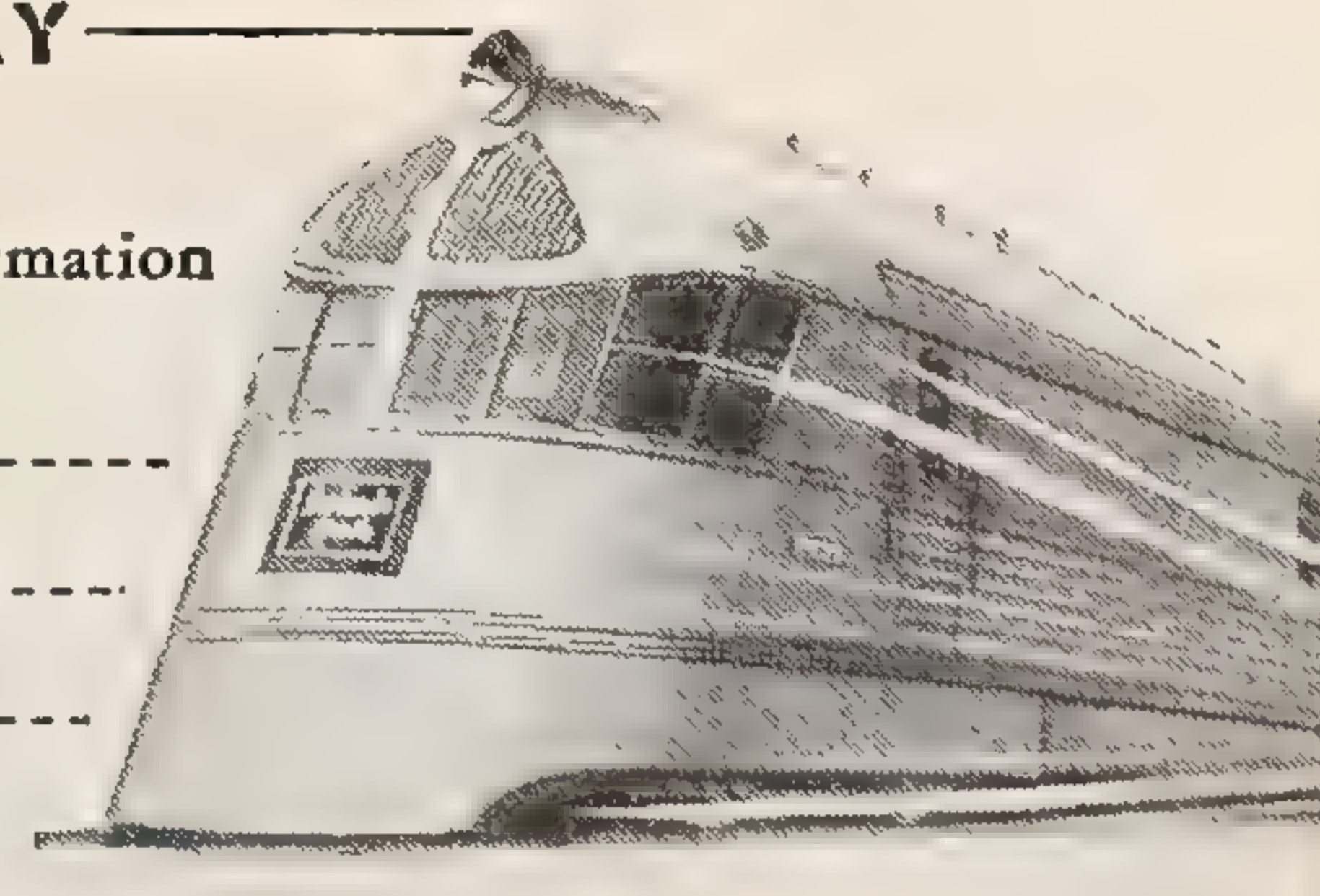
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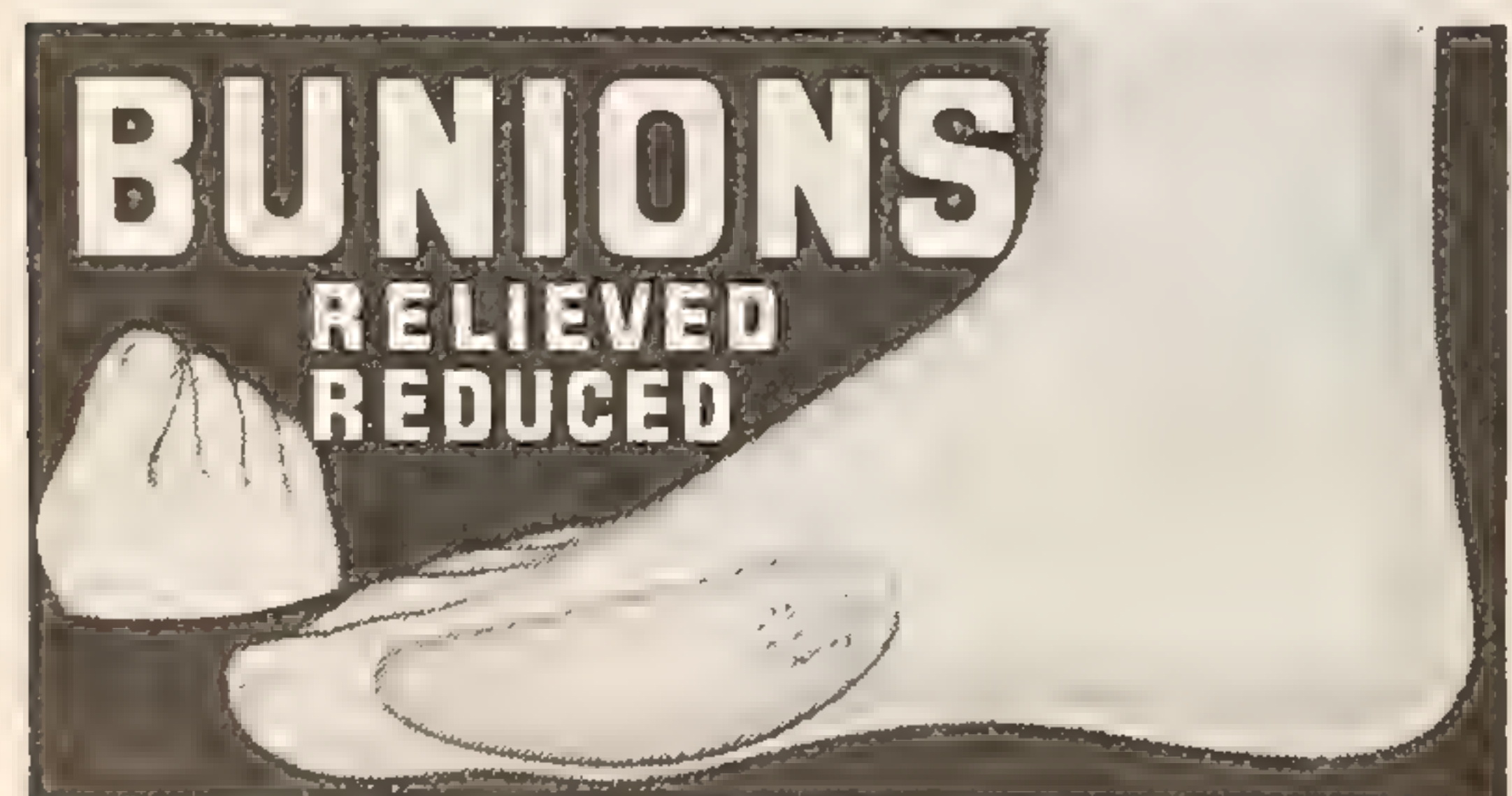
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Dr. Scholl's
FOOT COMFORT APPLIANCES
AND REMEDIES FOR ALL FOOT TROUBLES

we left them. Many, many years after, many people who saw our performance of *Romeo and Juliet* on that occasion spoke of it lovingly, and especially of this Juliet.

I was not to meet my next Juliet until 1934. She was Katharine Cornell, whose successful season on the road and in New York made theatrical history. Certainly, not in my time, did any other actress on the stage have so complete a success as Juliet as did Katharine Cornell.

But, December 9, 1935, was reserved for me to see and hear my ideal Juliet. On this date we foregathered on a rehearsal stage at M-G-M studios to start work on the picturization of the play. A notable company, Leslie Howard, John Barrymore, Edna Mae Oliver, Reginald Denny and Norma Shearer. As the rehearsal proceeded, I became aware of a bewildering loveliness in Miss Shearer's Juliet that, with all my admiration for her, I had not expected to encounter.

● I HAD DREAMED of such a Juliet but had not thought it possible that I would ever see and hear her in the flesh. At her first entrance I was abruptly arrested by a pathos in the simplicity and tenderness of her approach that soon developed into an emotional reaction from me that was most surely Shakespeare's intention as to audience reaction. I am, at most times, analytical to a fault. But here I found no desire to analyze, merely a deep and sincere gratitude for a glimpse into the heart and soul of Shakespeare's truest heroine, Juliet.

In the balcony scene there was no apparently preconceived idea of a musical interlude in the play—the scene was lived. I believed it all and still it was ever and always music to my ears—the tragic music of the overture to Juliet's great love. The potion scene, even when well played, usually has a quality of theatricalism, that it seems hard to eradicate. Not so in Norma's.

With her the scene has a deliberate consciousness of the nearness of other members of the household, and a fearful expectancy of calamitous results developed finally to a deep, simple and sincere acceptance of the happy medium of returning her to her loved one. There is in this scene with Miss Shearer a bewildering mixture of that Juliet, still a child and so afraid, and that Juliet approaching the maturity of full womanhood through the great experience of her sublime faith in her love. I was and still am a little overwhelmed, as one ever is, thank God, in the presence to true beauty which, if I may, I will call Truth.

● A FEW DAYS AGO I met Miss Agnes De Mille, who is creating all the dances for *Romeo and Juliet*. She seemed highly elated about something—and it was just this: that in Miss Shearer she had found a Juliet of such intelligent simplicity and grace that the quite difficult dances that she had created for Juliet were proving no problem, but a source of real inspiration.

Miss De Mille told me that Miss Shearer was accomplishing things it often took a skilled dancer as long, if not longer, to do. This consistency of accomplishment in every department of her work together with the simple and intelligent understanding of the character of Juliet is what I believe is going to give us (her audience) as remarkably beautiful and truthful performance as has ever been portrayed on the screen.

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If you have trouble with frequent bladder passages with scanty amount which often smart and burn, the 15 miles of kidney tubes may need flushing out. This danger signal may be the beginning of nagging backache, leg pains, loss of pep and energy, getting up nights, swelling puffiness under the eyes and dizziness.

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...SAFELY in 5 to 15 minutes

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Welcome back, Ginger! Here's Ginger Rogers, stepping from the train as she reaches Hollywood after a long vacation. She'll start a new film soon

Dick Powell Reveals Temptations

(Continued from page thirty-one)

feet firmly on the ground and our hearts firmly under a stop-watch control all of the time, or else. . . .

"There are other temptations too, of course, for the actor. Business temptations, for instance. Not a day but what I am persuasively presented with some scheme for making a cool million overnight. Gold mines, inventions, discoveries, panaceas which will relieve an ailing world of all the human miseries if I will just donate a couple of hundred thousand—propositions of all kinds and descriptions.

"I'm always tempted to buy cars. And then more cars! I have to wear blinders when I pass show windows where the new models are exhibited. I wouldn't dare trust myself at an auto show. I have three Packards now.

"I am tempted to buy an airplane. I wrestle with that temptation every one of my waking hours—and twist and turn with tortured dreams about it at nights.

"There is always, of course, the well-known temptation to spend too much money when the money begins to come in. I had a fitful phase of that myself. Too many clothes. Too many parties. Too many radios and iceless refrigerators and so on.

"Then," said Dick, waving to Bette Davis across the room, "then there is always the temptation to be—human. Which is not to be divine. What I mean by this is . . . well, let's take this recent



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EVALYN KNAPP in
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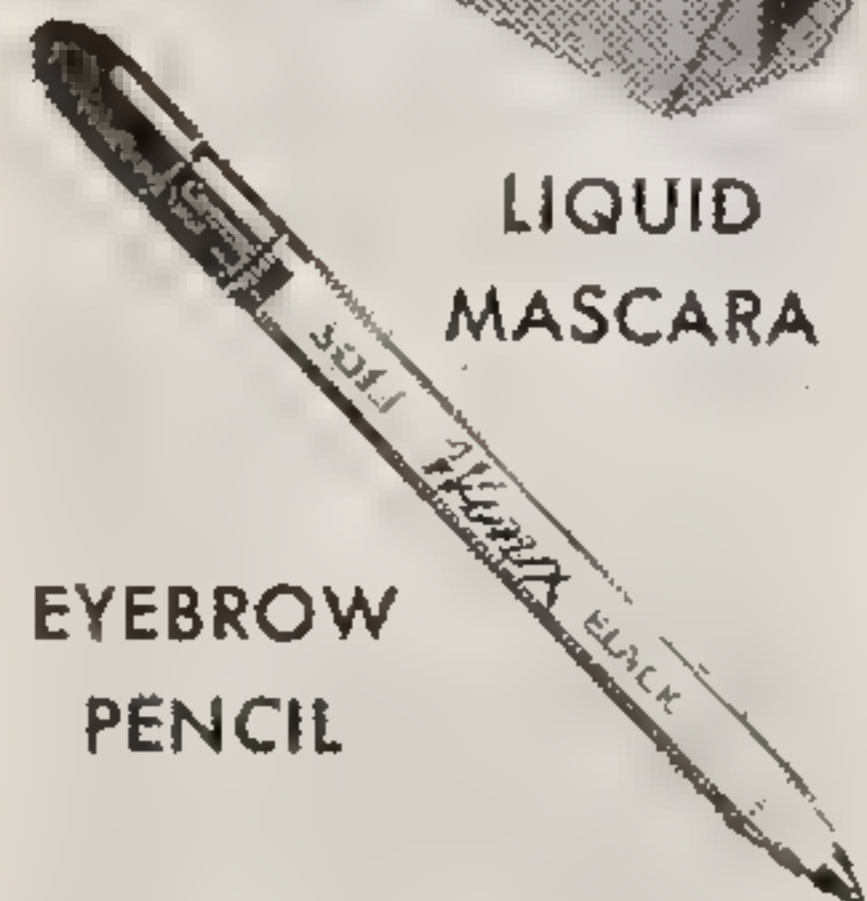
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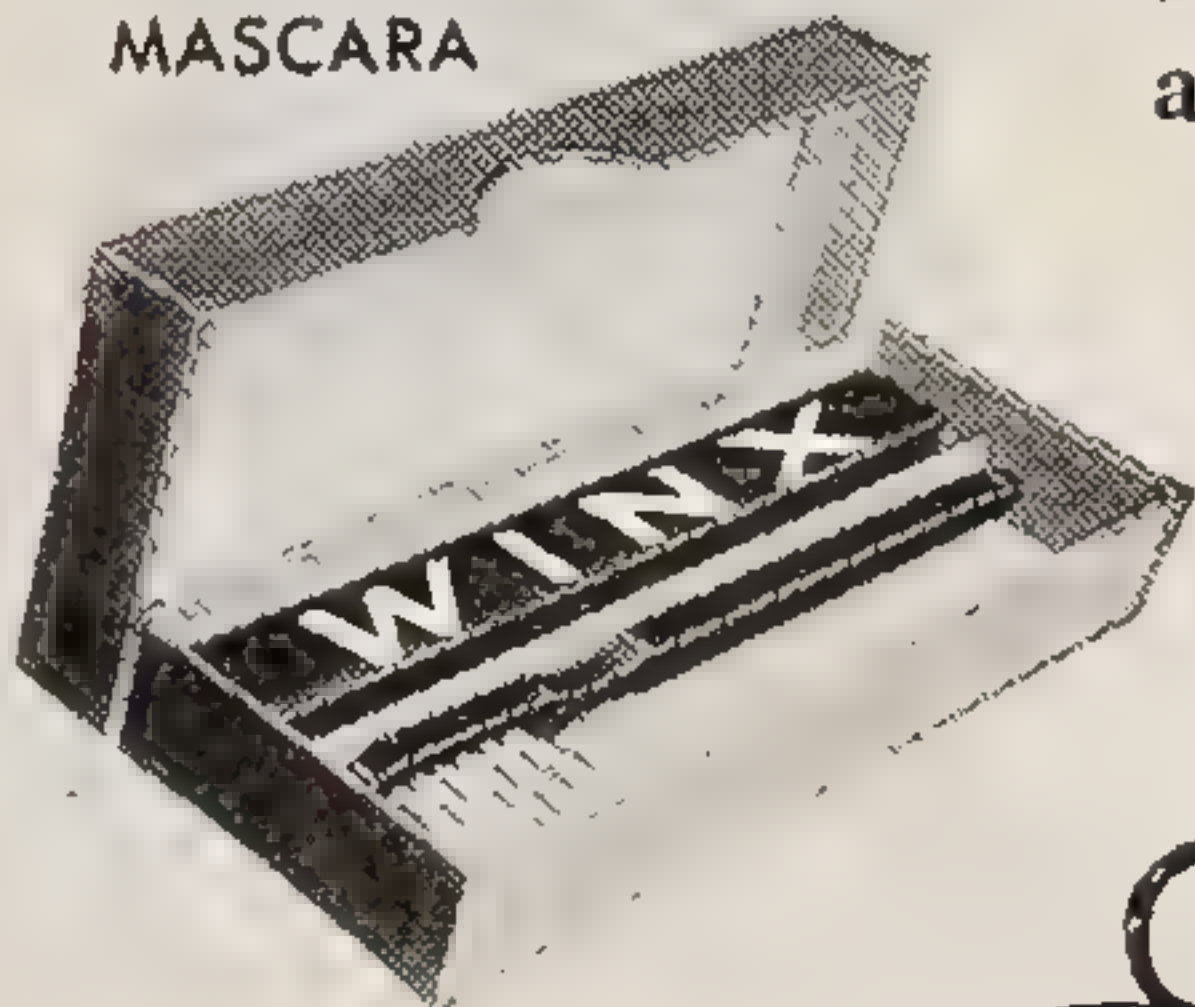


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Now, every girl can have eyes that sparkle . . . eyes that radiate life and beauty. Just a touch of WINX Mascara to the lashes and instantly they appear darker, longer, and more lustrous. It works wonders—brings out the natural beauty and charm of your eyes—enlivens your whole appearance.

Once you try WINX you readily understand why so many smart, well-groomed women use WINX regularly for both daytime and evening make-up. You will like the way its emollient oils keep your lashes luxuriantly soft at all times.

WINX Mascara is offered in four colors—black, brown, blue, and green—and in three convenient forms—the new Creamy WINX (which is gaining in popularity every day), and the old favorites, Cake WINX and Liquid WINX. All are harmless, smudge-proof, water-proof, non-smarting, and easy to apply.

Your local drug and department stores carry WINX Mascara in the economical large size. You can also obtain the complete line of WINX Eye Beautifiers in *Introductory Sizes* at all 10¢ stores.

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Eye Beautifiers



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unhappy experience of mine with the girl who claimed to be my cousin. It all broke in the newspapers and was darned unpleasant. She came to my house, made a terrific scene and when my help reported the disturbance to the police she was escorted to the local jail. The next day there were unsavory notices in the papers... the poor young girl languishing in jail... the big, cruel man and so forth. I had to stop work and go down to the jail to see what might be done. I arranged bail for the girl who, upon being questioned, proved to be no relation whatsoever, of course. She knew no more about me than what she had read in newspapers and fan magazines, of course. She had, as a matter of fact, only recently come here from England. Well, I arranged bail—paid it—only to be told that the girl was a minor and that I would be responsible for her if I took her out. I couldn't do that.

She remained in until her case came up and, as no one had preferred charges, she was released. I'd never thought of preferring charges. She came to my house again. She claimed to be starving. She said she wanted me to help her find a job. I gave her some money. I called the Motion Picture Relief and obtained a promise of work for her. Within an hour she had returned. She had spent most of the money I'd given her for a taxi and she didn't, she said, like the job offered her! She called me names... 'big, stuck-up movie actor!' and other epithets.

"Well, no use going over so sad a tale... she's still at large and for all I know may pop up again and again be seated in my kitchen when I return from work. There's nothing I can do about it. I can't have her jailed again. I can't send her to the Insane Asylum. And apart from these two places there is no place I can send her, nothing I can do.

"When I say that it was a temptation to do the 'human thing' I mean that the human thing would be to give the girl a good trouncing and turn her over to anything and anyone who would remove her from my premises. But can you imagine the stories that would promote? The helpless, hapless girl and the ungallant, big bad mans. ...?



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After following the instructions in this new book you won't need to make excuses when the dance music starts. Besides, you'll get lots of fun out of parties and dances. If you want to become a perfect dancer, learn to dance at home this new, easy way.

WHAT THE BOOK TELLS: How to develop poise and control, how to improve your dance steps, the art of holding, how to walk to music, how to lead, how to do the latest Fox Trot Steps, Natural and Reverse Turns, the Reverse Wave and Change of Direction Steps, the Quickstep, swaying to music, how to Waltz, Backward Changes, how to do the Continental, the famous Kiss dance, the Manhattan Dance, the College Rhumba, the Carlo, the Veyo, the Charleston, etc., etc. 16 chapters, nearly 100 illustrations are given; everything is made so plain that you'll be dancing before you know it. 25 Cents. 600 page catalog of novelties, jokes, etc. 10c. JOHNSON SMITH & CO., Dept. 421, Detroit, Mich.

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HOLLYWOOD



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Her chief conceit is that she and Norma Shearer . . . are the only two girls remaining in pictures . . . out of the first group of photographers' models . . . sent to Hollywood . . . had intended to be a school-teacher . . . was intensely interested in languages . . . particularly French and German . . . when Fate intervened . . . as it always has in her life . . . and she posed for photographers . . . who were showing the world . . . what the well-dressed school-girl would wear . . . middie blouses and sailor hats were Jean's first specialty.

Now she has two ambitions . . . to continue her marital happiness . . . and to be a successful screen star . . . she attained the rank of stardom in *If You Could Only Cook* . . . which won for her also . . . the coveted assignment of Gary Cooper's leading lady . . . in *A Gentleman Goes to Town* . . . and she reported to the set every day . . . even though she wasn't called for work . . . because she wanted to learn everything she could . . . from Director Frank Capra.

Is married to Frank J. Ross, Jr., of New York . . . had given up her screen career . . . but couldn't resist trying her luck on the New York stage . . . her immediate success in this new medium . . . placed her in great demand in Hollywood . . . and she returned to try again . . . but had no intention of staying unless she made good in a big way . . . which is just what happened.

Favorite actresses are Katherine Cornell, Greta Garbo and Helen Hayes . . . favorite actors are Charles Boyer, Herbert Marshall and Edward Everett Horton . . . she is an inveterate reader . . . but goes about it methodically . . . selects one author at a time . . . and reads everything he has written . . . is currently digesting Hugh Walpole.

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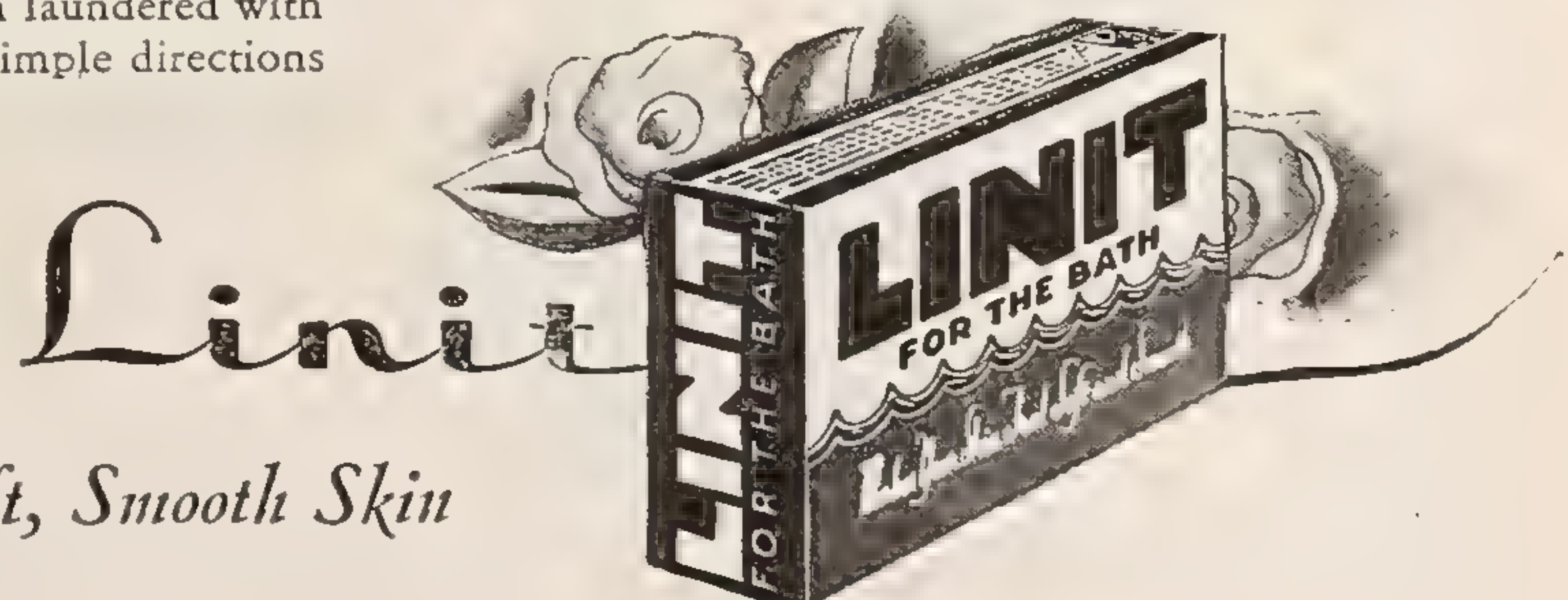
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Name _____
Street _____
City _____ State _____
Color of your hair? _____

Mysterious Paulette

(Continued from page twenty-eight)

moods, who can bring him out of a blue funk. Charlie himself told us, "She's done more for me than anyone else I've ever known. Sometimes I think Paulette must be very much like I am—or she couldn't understand me so well! She has changed my whole world..."

● **INTIMATE FRIENDS** of the two say they were married June 15, 1934, on Joseph Schenk's yacht. Others are certain they'll be married in Hawaii on this current trip. In any event, Charlie has his own reason for keeping the whole thing shrouded in mystery. And that reason is—his almost fanatic desire to let nothing spoil either this romance or his plans for Paulette's future. Charlie's other two marriages, headlined across the earth, were none too happy. It's no wonder then that he's protecting in every way this ideal companionship he's found in her.

She mothers his children, Charles, Jr., and Sidney Earl, as if they were her own. She is the perfect hostess to his friends. She is a pal to Charlie himself. And considering the varied genius of the man and his widespread interests, that's a tall order to fill!

● **DURING HIS ELABORATE** entertainments for H. G. Wells, she moved among the guests, a gracious, gentle girl, at home among some of the most brilliant minds in the world. There is nothing forced or affected about her. She tells you frankly that she wants above all things else to keep her own identity. "I like," she explains simply, "to stand on my own two feet!"

It was her eagerness to do this which first brought her to Hollywood.

We learned that through some of the Goldwyn girls she had worked with. They're still her friends, even though she's at the top of the ladder now, and they're pretty proud of it.

Paulette, it seems, had made an impulsive kid marriage back in Chicago where she comes from, with a young millionaire lumberman. It had a rich flavor of romance in the beginning—but later it turned out to have the brassy taste of prison to a girl of her spirit. She divorced him and came to California with her mother, bent on living without borrowed glory. So she found a job in the chorus of the Eddie Cantor picture, *Kid From Spain*.

● **IT WAS ON** a week-end cruise with some friends that she met Chaplin... Now Charlie has been meeting lovely, glamorous women most of his life but he'd never met one with quite the appeal of this girl... Almost immediately he began smoking much too many cigarettes, stumbling over people's feet, and reciting extremely good poetry. And when Charlie does that he's in love...

Paulette has more phases to her personality than any woman he's ever known. She has a fervent young sincerity—coupled with an impish humor. A quiet assurance—and a delightful shyness.

—JERRY LANE

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HOLLYWOOD

Warner Baxter's Farewell to Youth

(Continued from page twenty-seven)

speck of make-up in my screen life. For years, I've been piling it on, thick and thicker, to fill up these things. . . ." —and again his fingers ran over the lines in his paintless face. "Never again. The men who have 'done things' never stopped to fill up the lines of their faces with putty or grease. They had things to do. From now on, I can at least portray here before the cameras the bodies and the minds and the souls of such men. It is a greater, far greater career than the love-singing yammering I've been doing—and that, until now, I thought was my destiny in life.

"No—Warner Baxter is dead! Long live Warner Baxter . . .!"

● To ME, THE man's speech, with all it encompassed, constituted one of the most amazing few minutes in my years of interviewing screen stars. For one thing, only once before had I even heard of a "juvenile romantic" confessing age's victory. That was only a year or so ago, when Richard Barthelmess laid aside the trappings and the mummeries of a middle-aged man trying to be a boy, and said: "I can't do it any more. I won't."

But for another thing, it suddenly stood me face-to-face with a new Warner Baxter. I'm going to tell a few unvarnished facts now, because this new Warner Baxter will recognize them and appreciate them—

Of recent times, Baxter has been anything but an interviewer's delight. He has broken appointments with the high-handed arrogance of a prince. When he has kept them, his interviews consisted too often of meaningless flubdubberies and inanities. Or a few desultory "yesses" or "noes" to the interviewer's leading questions.

Today, after talking with this amazingly



How would you like her for your gardener? The pretty young lady is Jane Hamilton, RKO starlet, and equally as decorative as the garden she's tending

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You can get it at any drug store — at a new and radically reduced price — 15¢ a box — simply by asking for it by its full name "BAYER ASPIRIN." Make it a point to do this — to ask for Genuine Bayer Aspirin and to see that you get it. There is no longer any reason — thanks to Bayer's present low price — to accept an unknown preparation in its place.

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NESCO Durable Japanned Ware

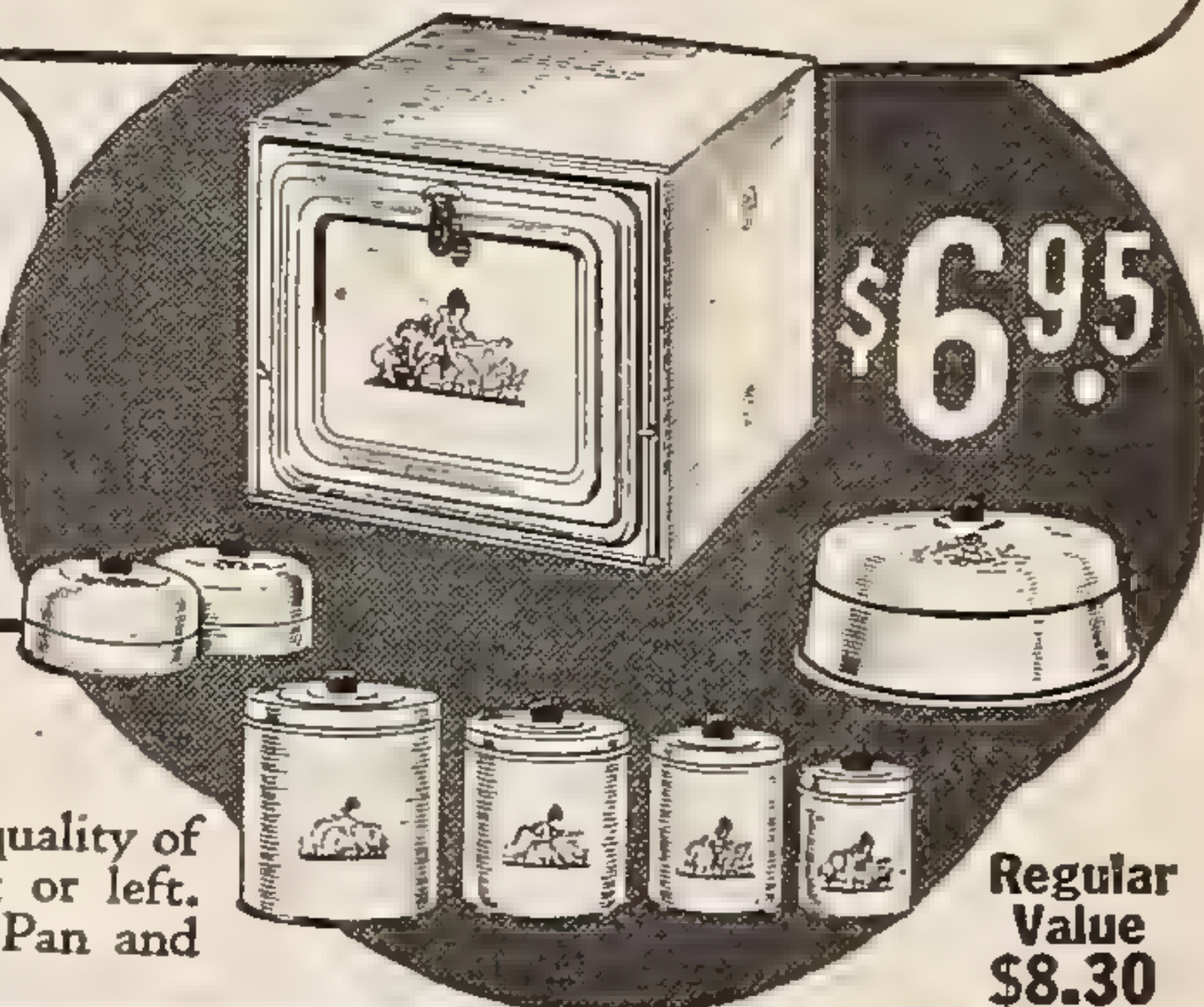
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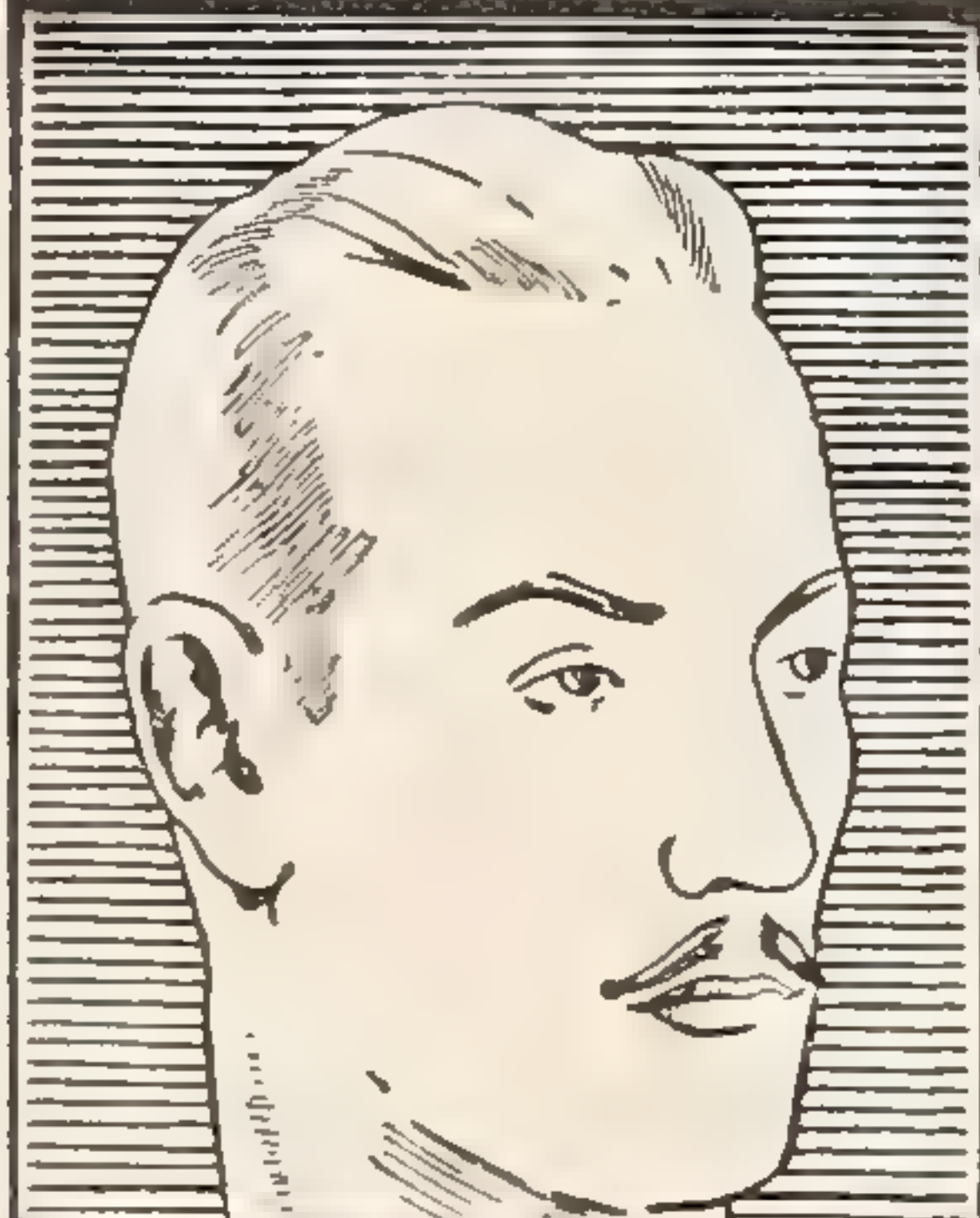
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and admirably new Mr. Baxter I apologize to him unstintedly for my previous attitude. The fact is that Baxter was too disgusted to have to talk seriously about that sort of stuff.

Too, HE HAD a reputation for sitting on the set, staring for silent long minutes into nothingness. I rather prefer to believe, now, that the thoughts that went through his mind at those times must have been thoughts which it would have been futile to try to discuss with most of those others who mill about movie sets.

"A man who can sit like that for long minutes after minutes—face unchanging and calm, eyes unblinking, lips silent—must be either a mindless idiot or a very intelligent man," a keen observer of life once stated. Warner Baxter is certainly no idiot.

Baxter was talking to me again—

"You know, up to now, I've never played anything but Warner Baxter. Even when I was the Cisco Kid, I was just a Mexican Warner Baxter, you see. I'd just put on Mexican clothes, instead, and a Mexican haircut and manner. But it was the manner in which my intuition told me that I myself would have behaved if I had been born south of the Rio Grande, instead of in Ohio.

"Then there were my other rôles—those men-of-the-world things. One of them was even called 'Man About Town,' in fact. They were all the handsome, lady-killing type, and I used to imagine that I, Warner Baxter, was that type and therefore I played Warner Baxter more and the character less. When I was 'Daddy Long Legs,' I was just behaving as I myself would have behaved under a similar set of circumstances, and not as the actual character of the story might have behaved. I was always Warner Baxter, and the things I did on the screen were the things that Warner Baxter himself would have done.

"BUT NOW I'M DONE. I'm done with that. And I'm done with looking at myself in the mirror and admiring myself after I'd filled in the wrinkles and telling myself: 'Attaboy, Warner; attaboY!' I've ceased to look at myself in that glass and tell myself I'm a swell guy.

"It's a new experience to me, certainly. But it's an experience that is wonderful in its newness, and not appalling. And the prospect it carries, of being able to play rôles that once, with my former philosophy, were indubitably not for me—that prospect is more than pleasing, it is inspiring. . . ."

I remembered suddenly how his idol for years has been the suave, sophisticate, shiny Ronald Colman, with his British-worldly air and his impeccable clothes and his debonair romanticism that set af flutter the hearts of women the world over. I wondered—and as I wondered, Baxter himself spoke the words of answer:

"Did you see *The Informer*? There was a magnificent picture. No pretty hero, and no pretty lady for him to win. No pseudo-sophistication and flattery and sartorialisms. Just reality—stark reality, and unbeauty. McLaglen, unhandsome but magnificent. And the amazing genius of John Ford behind the thing. . . ."

"This picture we're doing," said Baxter, "is bitter. It's not sweet and goey; it's sheer raw emotion. It's terrific. At night, when I'm done with it, I feel the weight of a thousand years and a hundred



See filmland's ideal dancing girl for 1936! Shapely Ann Meril, appearing in *Show Boat*, was selected for the honor by Director LeRoy Prinz. She's five-five, weighs 115

lives on me. I've none of the old feeling, after a day's work at love-making or swashbuckling, that I've done a pretty good day's job of being Warner Baxter. Instead, I've a feeling of comparative insignificance behind the greater fundamental things far beyond mere personalities. I've learned, suddenly and gloriously, that emotions are far, far greater things than Warner Baxters or John Smiths or even scores and hundreds of them.

● It's ALL NEW to me—this new character. Or is it my character, rather than romance, that I have suddenly found?

"Lord, man—I used to be so afraid of this day, and this gulf. . . ."

I looked at him, with the light still sharp on those lines—the lines of a man who has known life and lived and suffered, too. I looked again into his eyes. They didn't look so tired, now. There was a light in them that was not tiredness. It was a light of realization that had come after questioning.

"You USED to be afraid?" I echoed him. "Well, now that you're here—ARE you afraid. . . ."

He looked at me and laughed.

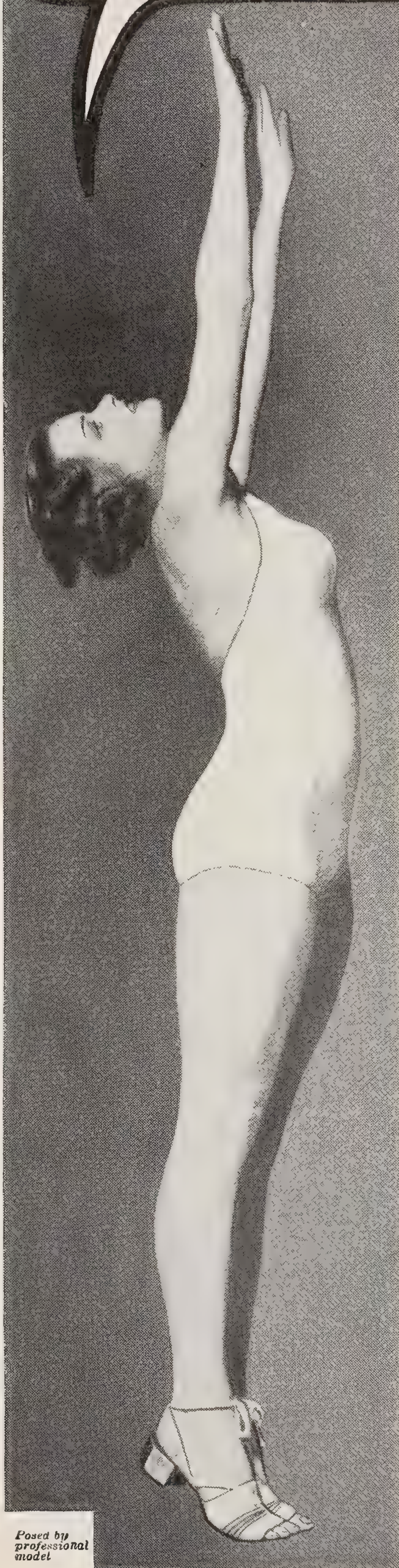
"Afraid?—AFRAID?—What have I got to be afraid of? I've lost youth and romance, maybe. But I've lost nothing—I've found MYSELF!"

I used to think he was just another actor, and not such a hot one at that. But now I think Warner Baxter's a rather great guy. I like him and I admire him for his courage in facing this traditionally crucial period of a once-romantic star's life with the frank, unafraid openness with which he is facing it.

And while Baxter has been, as far as Hollywood success goes, a success in the past, I'm laying a fat bet right now that all his past successes will be dwarfed by the new Baxter.

MAY, 1936

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ASHAMED OF MY FIGURE
—I WAS SO SKINNY**



Posed by
professional
model

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OH, IF I COULD
ONLY GAIN
WEIGHT AND
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Three pals on 13 Hours by Air set. Director Mitchel Leisen drops his duties to chat with Joan Bennett and Fred MacMurray

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Hollywood Spotlights

(Continued from page twenty-six)

Warner's *Anthony Adverse*, Billy as the child Anthony, Bobby as his stand-in. Mrs. Mauch is unable to tell them apart when not awake, dressed and emanating individual personalities.

No one, maternal insight included, could tell them apart when in make-up. Hence both boys enjoyed life in a big studio, collaborated to mystify co-workers. Denouement came when Billy was called upon to recite for the camera certain passages of Latin supposedly learned for the script. Unable to do so, he called for Brother Bobby, his stand-in, whom he had sent to the tutor to learn the part.

So alike were they that even their tutor had not detected the deception. Chastised, Billy plaintively replied, "Why not? Half the time it's Bobby who is acting anyway and nobody knows the difference! Let him do the scene. He's done a lot of mine."

Frantic searching through the past takes followed but not even Mrs. Mauch could tell where Billy began, Bobby left off. Not so the brothers who chortled, "That's me! . . . That's him!"

● JACK OAKIE tells this one, swears it to be true, anent the family life of Screen Writer Grover Jones. In the dim past, arrived "Uncle Gus" at the Jones' portals, jovially greeting Grover, accusing his host of not remembering "old Uncle Gus." Embarrassed, Grover invited him to table. Still jovial, "Uncle Gus" exuded good nature, chided Mrs. Jones on her vague reception of "Uncle Gus."

During the steak and potatoes, itinerant promoter Gus let it be known that he was temporarily out of funds, accepted Grover's suggestion to bide-a-wee. The wee became weeks, the Jones' hearts expanded into affection for "the old coot." Came the night when insomniac Jones awoke with a start, realized "Uncle Gus" had been in the spare room for a year.

But "Uncle Gus" was kindly, pleasant and of small appetite, his days seemingly numbered . . . Twelve years later "Uncle Gus" passed away under the Jones' roof. They were sad. They had grown to love the old man. Grover organized, paid for a striking funeral. En route from the cemetery he sighed, spoke to his red-eyed spouse.

"Nice old coot, 'Uncle Gus' . . . 'fraid I'll miss him quite a bit! . . . Anyway we gave your Uncle a swell funeral!"

"My Uncle?" from shocked Mrs. Joan Jones, "You're crazy! He was your Uncle!"

The Grover Jones are still wondering who they buried under the pseudonym of "Uncle Gus." They'd never seen him before, each sure that he was the other's "Uncle Gus."

Gloria Stuart Portrait

(Continued from page twenty-four)



Here's the Gloria Stuart that Sheekman fell in love with nearly two years ago. Picture was taken during filming of *Roman Scandals*

Having, for the moment, exhausted the subject of marriage and babies, Miss Stuart unenthusiastically informs us about that unimportant part of her life that was lived before she found romance on the *Roman Scandals* set.

A native daughter of California, Gloria Stuart's first ambition was to write for California newspapers. But during her student days at Berkeley, she discovered a hitherto unsuspected talent for the stage.

She did not consider the theatre very seriously at first, and continued her studies in journalism until she eventually found work on a newspaper. When she could find time to do so, she played in community Little Theatre productions, finding a satisfying self-expression in so doing, but not certain that she was good enough as an actress to make it her life work. It was during this unsettled period of her life that her first marriage took place, to Gordon Newell, sculptor. It was a marriage based on youthful attraction rather than on mutual understanding, and it was quickly dissolved.

● SOMEONE SUGGESTED THAT GLORIA try the movies. She went to the casting office at Paramount, took a screen test, and heard nothing more about it. Then, while she was playing in Chekov's *The Sea Gull* in the Pasadena Playhouse she was noticed by a Universal casting director, who offered her a contract. That was the day that Paramount decided to come through with a contract, too.

Gloria didn't know what to do. Both studios insisted on their right to her. The matter was referred to the Academy of Motion Picture Sciences and Arts. That always-just body of gentlemen decided to give both studios an even break. They tossed a coin. And Miss Stuart went to Universal.

During her three years in Hollywood, Miss Stuart has played in many smash hits. But not until she went to Twentieth-Century and was cast in *Shark Island* has she had any opportunity to show her

MAY, 1936

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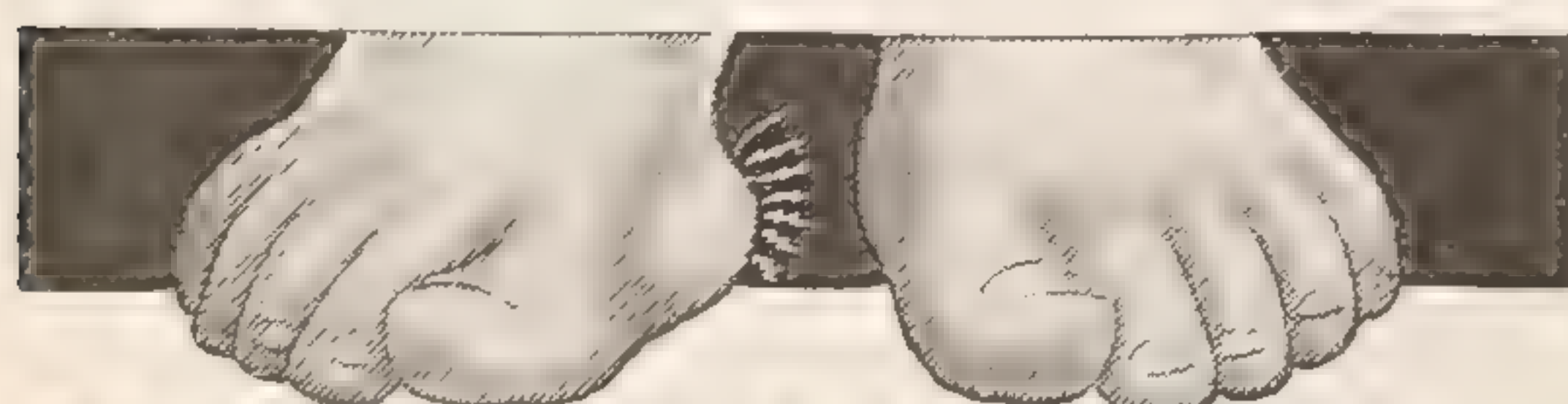
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capabilities for deep emotional interpretation. Perhaps her unusual blond beauty has been something of a handicap to her. When a girl can delight people's eyes, producers sometimes don't see the necessity of giving her a chance to see what she can do with their emotions.

A waitress interrupts our conjectures. She regrets to state that the maple cake ordered by Miss Stuart for her dessert is all gone. Miss Stuart orders ice cream instead. The manager of the restaurant appears. He asserts that if Gloria Stuart ordered maple cake, Gloria Stuart shall have maple cake, whereupon maple cake magically appears. Ice cream appears, too. She eats them both.

"Gloria's dieting," her husband explains, glancing proudly at her slimness. And in reply to our surprised exclamation, he explains, "Gloria's dieting consists in not having dessert for dinner. I always know when she's doing it, because then she has two desserts for lunch."

● MISS STUART COUNTERS with the accusation that her husband enjoys caviar for breakfast. Mr. Sheekman realizes that as he is only a writer, not a star, no one cares what, or even if, he eats. He comes back with a veritable barrage of information about his wife.

We learned that Miss Stuart bets on horses; always comes out ahead because she only counts the winnings; (losses are charged off to entertainment); always wins at chess; always loses at anagrams; is childishly fond of unusual words, and sometimes reads the dictionary in search of a new one with which to confound her husband; cooks like a whiz; will follow in an unsatisfactory maid's tracks and do the work over for weeks before she can get up enough courage to tell the girl that she isn't up to par.

She is inordinately proud of the fact that her family is three-generation Californian; wants to own a country newspaper in California on which she and her husband would both work, and control a Little Theatre movement in the same town, in which her husband would direct her; (under that arrangement, Mr. Sheekman observes, Gloria could always review her own plays)

Gloria has to laugh at that version of her dearest ambition. It seems as if the Sheekmans are always laughing at something together. But a glance at her wrist watch reminds Gloria Stuart that in a few minutes she must be back on the set, playing the part of a wife who must stand by helplessly while the shadow of death hangs over her husband.

"And I know that feeling," Gloria Stuart says, surprisingly. She tells us about an evening in the Sheekman home. Seven o'clock and Mr. Sheekman late for dinner. The telephone ringing. A voice announcing, "This is the police station. Your husband has been in an accident." And then, the connection broken. A frantic call to police headquarters, only to discover that they never heard of Mr. Sheekman. More frantic dialing of outlying police stations. A half hour during which her world reels. And finally, the discovery that her husband was in a suburban station and not seriously hurt.

Gloria Stuart's story has a happier ending than that of the tragic little wife in *Shark Island*. But when you see her in the part of the woman whose world was in her marriage, Gloria Stuart will be playing herself.

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1
2
3
4
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13

Star Gazing in Hollywood

by JACK SMALLEY, Managing Editor

Hollywood High Life

● I DON'T KNOW where people get the idea that Hollywood is one long round of parties—unless they've been peeking.

Parties here reach the nth degree of jollity. They are raised to the point of a fine art. Each host or hostess is in constant competition to provide a new and even more delightful mode of entertainment. And the beauty of all this is that you can take your choice according to the mood of the moment, for there are always several festival affairs going on.



James Cagney, Leopold Stokowski, Joan Crawford and Freddy March at the Tones' party for the conductor... very plus ultra

For instance, there is the sedately social type of party, where you balance a gold plate on your knee, try to hold a martini in one hand, and keep sober.

For Social Lions

● JOAN CRAWFORD and Franchot Tone entertained at a party of this ultra classification at the Ambassador for



Your Star Gazer admires the gift Fay Wray received from Dolores Del Rio; a handsome vanity case... just an informal party

the great Leopold Stokowski. Oddly enough, he was the most informally attired person at the party, and it wasn't half so stiffly formal as everyone anticipated. Joan and Franchot have gone musical with a muted bang. They are studying voice devoutly. And Joan's voice, by the way, is lovely.

Informal Frivolities

● LEAVING THE SUBLIME for the splendiferous, we plunge into those parties which just seem to spring up everywhere in Hollywood after a rain. Or a preview. Suppose you are a star and have just seen yourself in a grand picture... wouldn't you feel like celebrating? But you wouldn't plan a party, because the picture might be a dud. So we have impromptu affairs which may start at the Brown Derby for an after theatre hot dog, and wind up in a conflagration at the Trocadero.

If the preview is across the street from our offices, in Grauman's Chinese, then gravity pulls the party into the Roosevelt Hotel's Cine-Grill, to hear Eadie Adams sing and drink toasts to success. Such a party had Claudette Colbert and her doctor husband as a nucleus the other night. The favorite concoction here is the Jack LaRue special, which defies analysis. He made it up himself.

Openings Are—Openings!

● OF COURSE the really stand up and faw down parties happen at the openings. This can celebrate the opening of anything from grocery stores to new pictures, and the technique never varies. The proprietor sets up spotlights, hires those huge searchlights to trace blazing beams across the sky, and sets 'em up for the boys in the back room. Outshining all openings this year was Max Factor's, when the new beauty salon was opened. Claudette dedicated the brunette room (though she's gone red-head), Ginger Rogers dedicated the room for the Titians, and Jean Harlow did the honors in the blonde room. Max Factor has a special make-up room for each type, you understand. When a night club has an opening, Hollywood really goes to town.

Million Dollar Bills

● THEN THERE are those extra special parties where all the stars in the heavens fall down through one roof and you get an entertainment worth millions. Or what have you? Any-

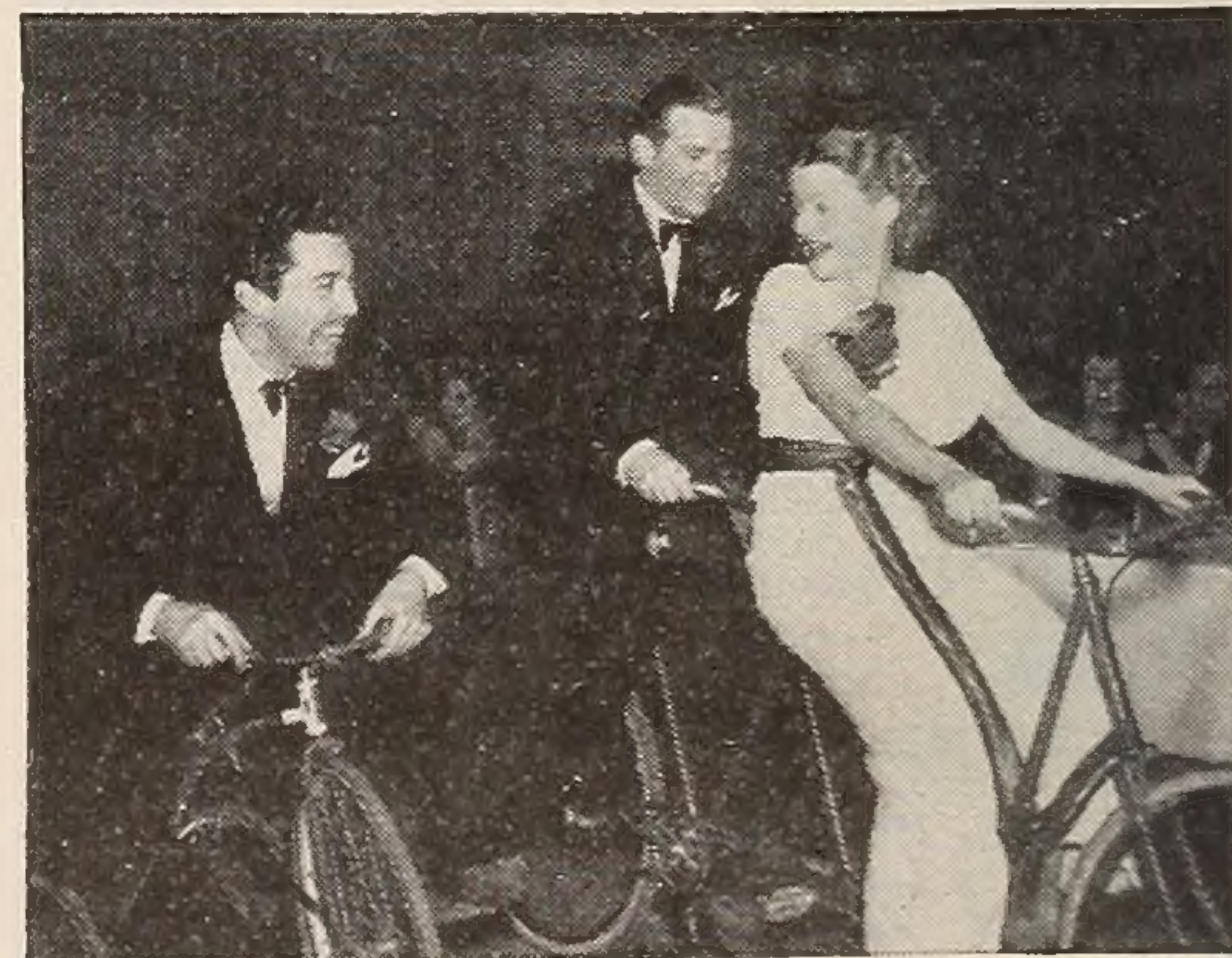
way, just add up the cost of the talent and you'll come close to that figure, if you were to pay for it.

Imagine, for instance, what an exhibitor would have to pay for an act in which Doug Fairbanks Jr., Marlene Dietrich, Betty Furness, Gilbert Roland, Cesar Romero and a dozen others ride bicycles around the stage! That happened at a party the other night at the Trocadero. They got out bikes and ran races on the dance floor!

Specialty Parties

● THAT'S FOR LACK of a better word... but it comes close to describing the fiestas that are the delight of Hollywood, the parties planned for something special. Grace Bradley, for instance, gave a barn dance. Carole Lombard gave a party at the Fun House on the pier at the beach. Paula Stone gave an old time movies party the other night. And are these parties fun!

Paula invited all the younger set to see how movies were born, and showed reels of Gloria Swanson, Bobby Vernon, Wally Beery, Mary Pickford, Charlie Chaplin—all the great ones. Wally was thin and villainous in those days, Mary wasn't blonde, Gloria wore dresses as voluminous as a producer's income tax report. And the film kept catching on fire, just as in the old days, or broke in the middle. Shrieks of laughter could be heard from Pat Ellis, Ida Lupino, Anne Shirley, Tom Brown, Anita Louise and all those delightful youngsters... without a single thought that someday another generation may laugh at them in turn, when films from 1936 are dug up from old cornerstones.



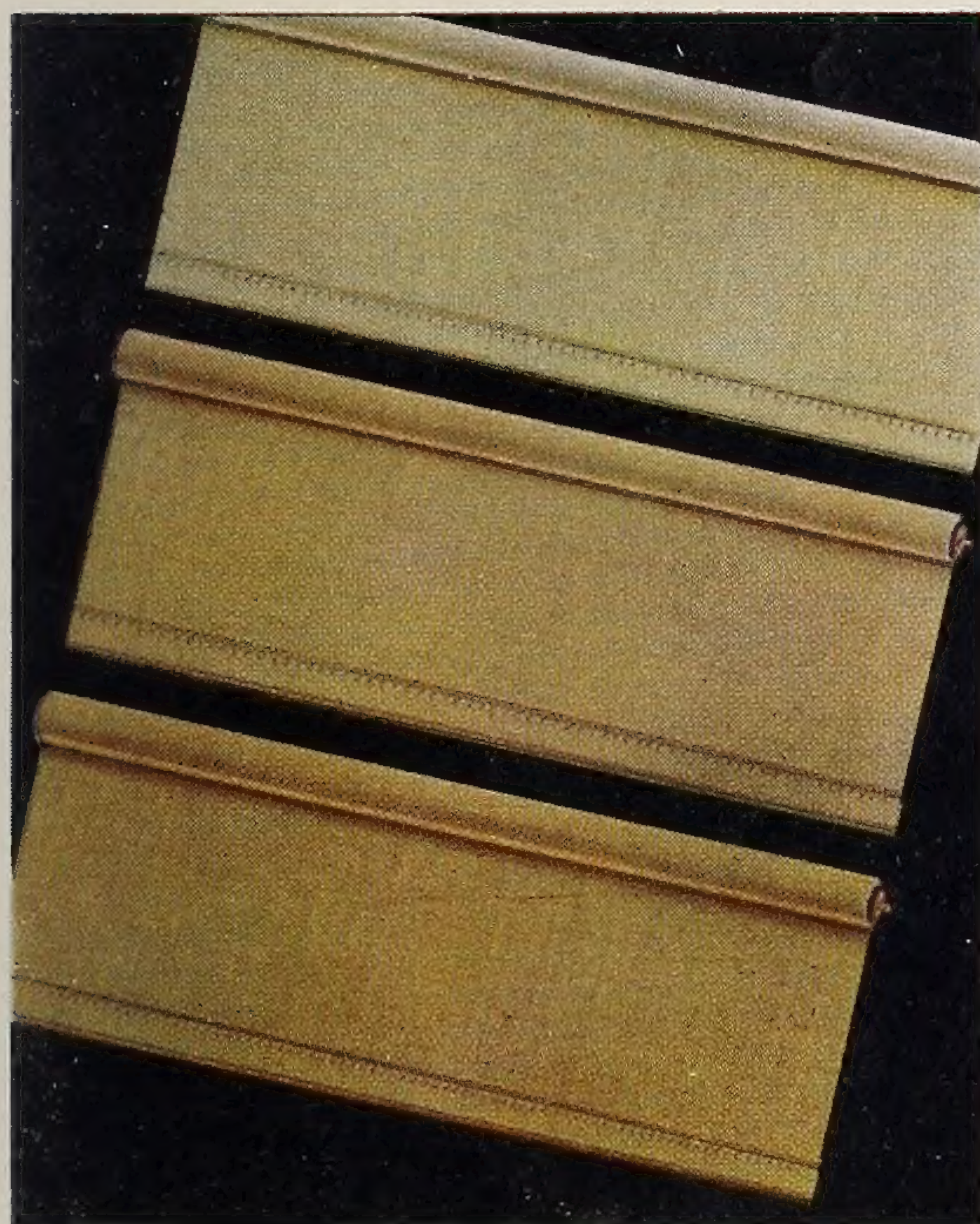
Edith Wilkerson thought up this party—bike rides at the Trocadero! Cesar Romero, Doug Fairbanks, Jr., and Betty Furness cut capers

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